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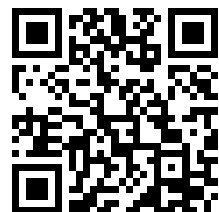
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FROM AN APPROPRIATION
BY THE
GRADUATE SCHOOL
OF
BUSINESS ADMINISTRATION

The ADVERTISING WORLD

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HARVARD COLLEGE
JAN 15 1918

54F

The ADVERTISING WORLD

JAN. 1918

PRICE 1/-



The Result OF CONFIDENCE AND CONCENTRATION IN "PUNCH."

THE advertising space booked up on January 1st in "PUNCH" for 1918 would completely fill THIRTY-FIVE ordinary issues. The amount of space booked up for 1918 on January 9/18 would completely fill FORTY ordinary issues of "PUNCH." There are Fifty-three issues in a year, including "PUNCH's ALMANACK."

Fortunately the booked space is distributed over the Fifty-three issues for 1918, so that there is space still unbooked in many of the 1918 issues.

That seems to be all that it is necessary to say to advertisers of high-class goods and service who have not yet booked space in "PUNCH" for 1918, except that I am ready and willing to sell any or all of the space left for 1918 to desirable advertisers for desirable advertisements.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bonverie Street
London, E.C.4



Unique service in the North and East Lancashire field is afforded by the "Northern Daily Telegraph" by reason of its net sale being unequalled by the combined net sales of all other daily or weekly newspapers within the area.

And North and East Lancashire holds a thickly populated industrial community, whose wage-earning capacity is not exceeded by the workers of any other part of the kingdom.

Head Office
BLACKBURN
London Office
85 FLEET STREET



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

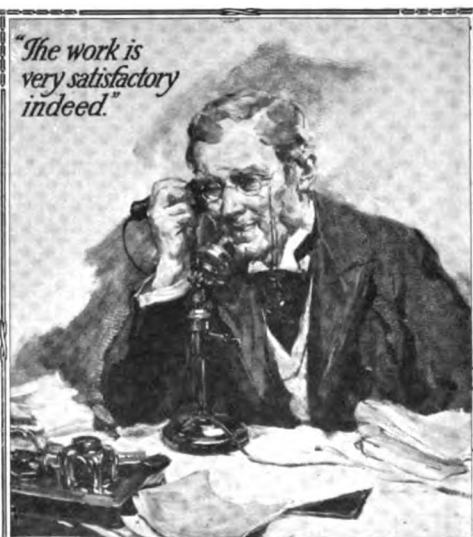
SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones:
Holborn 2907-8.

Telegrams:
"Collotype, London."



That's the kind of message "G&A" Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. Send us your next order.
GARRATT & ATKINSON, Blockmakers, EALING, London W.

RETAIL TRADESMEN CAN EASILY ELIMINATE ADVERTISING EXPENSE MAKING IT A SAFE INVESTMENT

By retaining as their Advertising Advisers the

ASSOCIATED **R**ETAIL **A**DVERTISERS
34, ESSEX STREET, IN THE STRAND, LONDON, W.C.2.

Write for Membership terms on your business heading.

The A.R.A. is a "combine" of enterprising Retail Traders, retaining the services of Associated Artists and Advertising Experts to design and produce their publicity on a Co-operative basis. The A.R.A. does not act, even in an advisory capacity, for firms competing with those who retain their services.

To Stimulate the Sale of War Bonds

See details on Inset in this
issue of "Advertising World."

£20 Prize Offer.

The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Lady Printing Buyer. (B. 47)

Several years as buyer of printing and novelty supplies. A unique knowledge of where and how to buy advertising matter. Can take up new position at short notice. Salary £250.

Advertisement Manager. (B. 37)

Ten years with a large London store; five years advertising expert with well-known agency. Over military age. £250-£300. Can commence new duties at once.

Copywriter (B. 34)

Thoroughly experienced copy and layout man is open to accept responsible position in Midlands, Birmingham preferred.

Manager or Assistant Advertising Manager. (B. 46)

Clever original copy and ideas man, with both manufacturer's and agency experience. Well up printing, blocks, and an expert technical photographer. Age nearly 43 years. Salary for permanency only £4 10s. per week.

Advertising Manager, Sales Manager, Organiser, or Editor. (B. 45)

Has held each of these positions with success. Open for immediate engagement. Lowest salary, £400.

Advertising Manager or Manager for Printing Firm. (B. 48)

Thorough knowledge of advertising copy-writing and specialist printing and block-making. Samples of previous work on application. Lowest salary accepted, £450. Just over military age.

Copywriter. (B. 43)

Lady requires appointment as Advertising Manager or Assistant. Has held that position in two well-known firms' advertising departments over a period of five years, and then with important agency. Salary £312 per annum. Age 28. Single.

SITUATIONS VACANT.

Box "Stores."

Capable general advertising man for large West End Store. Good salary for right man.

Box "Agency Artist."

A Large Agency require the services of a competent Artist and Letter Man.

Box "Photo."

Copywriter and Assistant Advertisement Manager required in London office of national advertising manufacturing firm. A knowledge of photography required.

Box "Monthly."

A good canvasser wanted on a well-known monthly. Salary, travelling expenses and commission.

Box "Printing."

Copywriter (lady) wanted for an important London printing house. Must possess imagination and be able to make rough sketches and lay-outs.

Address all answers in first place to :
Professional Bureau, THE ADVERTISING WORLD,
Sardinia House, Kingsway, W.C. 2.

Wanted,

assistant order clerk (lady preferred), with some experience of advertising agency work. Good references and character essential. Apply Fredk. E. Potter, Ltd., Pen Corner House, Kingsway, London, W.C.2.

A BUSINESS MAN AND LIVE ADVERTISEMENT MANAGER

seeks a position with first-class firm where original ideas and capability will be remunerated. Has held important and successful appointments on the leading New York and London Newspapers, and can produce the highest testimonials as to ability. Able to control Male and Female Staff. Expert Copy-writer and Successful Organizer. Speaks French, and has had wide experience of Advertising in France, Belgium, and North and South America. Would travel. Only a Firm with a serious proposition, and who would pay a liberal salary for brains, kindly reply—

INELIGIBLE, A.W., SARDINIA
HOUSE, KINGSWAY.

India's Wealth

Millions of Rupees are spent each year by the people of India on Imports.

You want your full share of this trade?

Then write to us for our suggestions.

We are on the spot, and know the Country.

Advertising literature prepared in all Indian languages.

Alliance Advertising Association, Ltd.

INDIAN ADVERTISING SPECIALISTS,
CAWNPORE · INDIA

Periodicals Wanted to Purchase.

ADVERTISER desires to acquire Sole Control of one or two Magazines and Periodicals of any description for cash.

Send Particulars in confidence to Box "Publications." Reply in first instance to "A.W.", Sardinia House, Kingsway, W.2.

Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 60 years' experience.

WRITE FOR PARTICULARS.

D. J. KEYMER & CO.
5 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.

K&C
ADVERTISING
COUNSEL

BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI Badge Manufacturer, BOLTON

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly

6d.

600 pages

THE

LONDON TIME-TABLE

AND RED RAIL GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

Monthly

6d.

600 pages

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

Special Features:—Steamship Guide, Buyers' Guide 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

General Offices: Hampden House, 3 Kingsway, London, W.O.

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A LONDON NEWSPAPER OFFICE.

Please send us list of good Studios for advertising designs.

FROM A CINEMA PUBLICITY COMPANY.

We require a list of Billposters covering the whole of the country.

FROM A MOTOR FIRM.

Can you supply us with a list of American Motor Papers and give their rates and circulations ?

FROM A PERFUMERY COMPANY.

We shall be extremely obliged if you will kindly give us the name and address of the great artist " Rilette."

FROM A MANCHESTER INVENTOR.

Can you advise me how best to place an advertising novelty on the market, and give me your views as to its value as an advertisement ?

FROM A LARGE PUBLISHING HOUSE.

Please give us the names of Firms in the Midlands, preferably Birmingham and Bristol, who would undertake for us the work of producing facsimile letters. These letters would have to be treated quite confidentially. It will be a fairly big account.

FROM A WELL-KNOWN PUBLICITY OFFICE.

Could you tell me the names of the contractors for field-signs besides railways ?

FROM AN ADVERTISER.

We want names and addresses of the best Gardening Papers.

FROM AN ADVERTISING AGENCY.

Who are the makers of Slag Cigarettes ?

FROM AN ADVERTISING SUBSCRIBER.

Can you give the name and address of a maker of Luminous Printing Ink ?

FROM A COLONIAL SUBSCRIBER.

We should be much obliged if you could let us know the usual terms given to newspaper advertisement canvassers or representatives in London and the Provinces, and the conditions inserted in contracts between them and their employers, which can be recommended to prevent all disputes.

FROM A MULTIPLE SHOP COMPANY.

We are in need of a paper-baler and should be glad to know whether you can inform us where we may be able to purchase one second-hand ?

Four Enquirers during the month have asked for our views on the questions of the best correspondence schools for teaching advertising, copy-writing, and designing.

WEST AFRICA

MUST PATRONISE YOU
IF YOU PATRONISE
The West African Advertising Agency

Head Office: Freetown, Sierra Leone.

We accept contracts for posting Posters and Bills, distribution of Catalogues, Pamphlets, Circulars, etc.; insertion of "Ads." composition, Screen halftones (blocks), Matrices, Unmounted Electros (cliches), Linotype blocks, News interlineations, etc., throughout the Colonies in British West Africa, and also in the Liberian Republic.

RATE CARD POST FREE ON APPLICATION.

ADVERTISING MANAGER

(Bureau 49)

with journalistic experience seeks position where initiative will be appreciated. Thoroughly competent to take complete charge. Age 32. Discharged from Military Service. Salary £600.

Keep
your
Eye
on
Ireland
and
your
Advertisements
in
its
leading
Newspaper

THE Freeman's Journal

(Estd. 1763).
The FREEMAN'S JOURNAL, Ltd.,
118, FLEET ST., LONDON, E.C.

W. E. MAGILL,
Advertisement Manager,
27, WESTMORELAND ST., DUBLIN.

A SIGN OF FAIR WEATHER

"Red sky at night is the shepherd's delight" —it is a good sign and means fair weather.

J. OLDHAM

With which is incorporated
GAWTHORP'S Ltd

SIGN

ADVERTISING
SPECIALIST

Foot of York Rd.

LEEDS

An "Oldham" sign also means fair weather—of a commercial kind—because it helps not a little in the fulfilment of its own promise.

It not only prophesies fair weather for the business man but helps to make it.

And that is *because!*—because Oldham's signs are the result of an unequalled experience in the sign-making field, as well as a technical equipment absolutely complete.

Let us make a suggestion for you to start with. It will cost you nothing; and we shall not want to make anything more unless you wish us to do so.

SIGNS TO COVER ALL YOUR NEEDS
MADE AND FIXED BY OLDHAM, LEEDS

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And that is *because*!—because Oldham's signs are the result of an unequalled experience in the sign-making field, as well as a technical equipment absolutely complete.

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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

JANUARY, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

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MR. HIGHAM invites correspondence with manufacturers who contemplate increasing their output to combat German competition after the War. He can show them how to secure increased turnover rapidly and economically. His address is IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.

P O R T R A I T B Y H U G H C E C I L



THE SECURITY OF TRADE-MARK HOLDERS



It is somewhat difficult to discover the grounds on which it was decided that an amendment of the Trade Marks Act of 1905 had become urgent. There was no general demand for a revision of existing regulations; and in any case the amendments proposed are such that they could have been deferred until quieter times without serious injury to any individual or interest.

The alarm and indignation excited in some quarters by the Bill seems to us a trifle excessive in view of its occasion. In practice, we feel sure, the danger of its unjust interference with fair-dealing trade-mark holders would prove more apparent than real. None the less strongly on this account do we protest against the attempt to push through legislation of such a debatable character in circumstances which render its free discussion impossible, and leave a vast

number of those affected by it without power either to approve or object.

In such times as these it is, of course, necessary that the Government should be permitted to enact emergency measures without any but the most casual consultation of sectional or general public opinion ; but the Bill here in question is not an emergency measure, and it is in some sense an abuse of trust that it should be introduced and forwarded under cover of powers accorded for quite other purposes.

It is the "provisions for the prevention of abuses of trade-marks"—forming Part II. of the amending Bill—that have particularly disturbed trade-mark holders.

These, in brief, enact that if any word trade-mark comes to be commonly used as "the name or general description of any article or type of article, and not as denoting or connoting an article or type of article made, sold, certified, dealt with, or offered for sale, by himself" such trade-mark may, on the application of any person who conceives himself or herself to be injuriously affected, or merely "aggrieved," be removed by the court from the register of trade-marks.

That this should be regarded as a direct attack upon the trade-mark holder who by enterprising and continuous advertising and by extensive trading has made the name of his commodity "a household word" is not unnatural. It has every appearance of an endeavour to penalise success, and—however far this was from the intention of its framers—there is a real danger that the Bill, if allowed to become an Act, might be made an instrument for this purpose. The trade-mark of a successful advertiser is an object of envy, and sometimes of hatred, to rivals less able or less fortunate ; and they may be relied upon to seize any opportunity that presents itself to destroy or damage it.

Fortunately the Bill provides that some restraint shall be placed upon the destructive activities of such wreckers. "The court, if satisfied that since the passing of this Act the proprietor of such word trade-mark has not by advertisement or otherwise encouraged, and has taken all reasonable steps to prevent" the use of his specific brand-name as a generic term "may, instead of removing such word trade-mark from the register," sanction its maintenance thereon with or without such modifications as are deemed necessary to prevent the public being misled.

Those whose trade-marks are at all likely to be called in question have the further safeguard to their interests of a four years' interval after the passing of the Act before objection to such trade-marks can be raised. This will give them time gradually to bring their trade-marks into a perfectly secure form, and to avoid the sudden shock of change that would prevent a transference of goodwill value from the old mark to the new.

The trade-mark holder has here a degree of protection which would probably save him from most of the evils he fears : but it is not enough. His most valuable trade possession is after all liable to be placed at the mercy, tender or otherwise, of a "court" which might be devoid of either sympathy or understanding. And, as far as we can see, there is nothing to prevent his being harassed time

and again by those who are interested in hampering his business operations.

As we have said, we do not imagine that, should the Bill become an Act, it would prove so mischievous as has been suggested, though to all appearance it opens the way for as many abuses and injustices as it sets out to correct.

That the public should be protected from deceptive advertising we heartily agree, and any proposed measure which bids fair to be effectively protective in this direction shall always have our cordial support.

This Trade Marks Amendment Bill will do comparatively small service to the public, while it may render the position of a large number of highly reputable traders dangerously insecure. It will assuredly be of some use in rendering it more difficult for certain classes of advertisers to deceive the public ; but will only produce this effect at the cost of endangering the goodwill property quite legitimately acquired by a large body of advertisers who are perfectly honest.

Why it is introduced at this time remains obscure ; but there are many perfectly clear reasons why it should be withdrawn for further consideration. It cannot be made acceptable by minor alterations, but requires to be entirely re-framed.

REASSURING



APPALLED, as they well may be, by the visible cost of the war, not a few manufacturers and merchants look forward towards a gloomy future when there will be "nothing doing," simply because all the world and his wife, having spent every penny they possess upon getting the better of the enemy, will have nothing left to spend upon themselves.

To such the observations made by the economists from time to time must be extremely comforting—more especially as these same economists have not in the past been at all notable for an undue optimism.

Mr. William Schooling is one of the latest of these reassuring watchers of events. From his elevated view-point he is able to put a great deal into perspective that some of us can only see in a false relation owing to too close proximity.

"At the end of the war," he says, "this country will be little, if any, poorer than it was previously. The vast bulk of its wealth has been untouched. Buildings, works, railways, canals, and most other forms of wealth have been little, if at all, affected, although they may have suffered somewhat from not being maintained in good repair. The country will be far poorer than it would have been if there had been no war because material and labour have been employed unproductively instead of productively ; this, however, is a negative loss which we shall not greatly feel. It may even in no long time be more than counteracted, for the war has created an enormous amount of non-material wealth in the shape of improved

habits and a finer temper among the people, and of quasi-material wealth such as improved methods of production. These new creations can, if we choose to have it so, produce permanent annual increments in the national material wealth, which in no long time will more than offset the losses incurred by the waste of war."

The national indebtedness up to the present time is much less in relation to the national income than the liability that existed at the close of the Napoleonic wars : while, of course, the recuperative powers of modern times are beyond all comparison greater.

Consequently advertisers with an eye to the immediate future, whether before or after the peace that is coming, need have no fear that their seed must necessarily be cast upon barren ground.

The effective wealth of the country is very far indeed from being exhausted ; and in so far as wartime conditions have led to its wider distribution they have operated entirely to the benefit, present and potential, of ninety-nine out of a hundred advertisers.

THE PAPER COMMISSION REVOKES



THE Royal Commission on Paper issued the other day a statement relating to the Paper Restriction Consolidation Order, which seemed to show that the efforts of those who have been actively objecting to the ill-considered restrictions it contained had borne fruit.

The form of the statement was really rather amusing. "It is not, as many have assumed, the intention of the Commission to prohibit the issue of advertising circulars or the exhibition of posters after that date" (January 31st, 1918). "A new Paper Restriction (Posters and Circulars) Order, revoking and replacing the existing Order of October 22nd and the general licence of November 8th, is being framed, and will be published as soon as possible before February."

We suggest that the Order of October 22nd, which, as it seems, was only issued so that it might be revoked and replaced before its provisions came into operation, should also be framed, in another manner, and hung in the Commission's conference chamber. It might serve as a useful reminder.

The Commission seems a trifle hurt as well as surprised that "many have assumed" the Order of October 22nd to have been something more than, shall we say, a *ballon d'essai*. Yet the assumption of the many was surely not altogether unreasonable. How were they to know that the sand thrown into their commercial machinery by the Order was only put there in a laudable spirit of inquiry by the Commissioners, as a gentle test of the recuperative power of the plant and the temper of its owners ?

Hundreds and thousands of pounds worth of catalogue material, copy, drawings, blocks, etc., were held up in various stages of completion owing to the action of the Commission. This represents in itself a loss to the manufacturers and traders concerned that is very far from small, quite apart from the utter disarrangement of their selling organisation.

The new Order, which with some slight modifications restores for a further twelve months to those using advertising circulars the power to continue the already much-restricted activities of which the October 22nd Order deprived them, has eased a very serious situation ; but it has not done so before a great deal of unnecessary injury and loss has been inflicted upon a large number of our manufacturers and merchants.

One may hope that the Paper Commission will walk more circumspectly in future ; but meanwhile those concerned will do well to keep a very close eye upon its operations and to hold themselves in readiness to take the same prompt action that has fortunately on this occasion proved effective.

The progenitors of the October 22nd Order have been induced on this occasion to slay their own offspring ; but they cannot be relied upon to do so again, however desirable it may be, unless compelled by the same persuasions that have lately been applied to them.

THE ECONOMIC WEAPON



THE controversy as to whether the weapon of an economic boycott should or should not be used against the enemy countries after the war is carried on with a great deal of heat between various parties ; rather fruitlessly, as we think.

For upon the precise nature of the peace to be concluded the decision of the Allied Governments as to their own post-war use of the economic weapon must rest ; while beyond that its use by private organisations and individuals is a foregone certainty.

Governments may, if they deem it just and politic, throw wide open the channels of international trade after the war ; but they cannot compel either traders or consumers to have dealings with outsiders whom they are resolved utterly to avoid.

One need not possess much imagination to picture the kind of reception that will be accorded to the vanguard of German commercial travellers in foreign markets after the war. Whatever Governments may decide it will seem to them very much as if the economic weapon is being used with some freedom.

A considerable number of periodicals, more especially of " trade " papers, have already pledged themselves not to publish the advertisements of German and Austro-Hungarian firms for various periods after the declaration of peace : and there is small doubt that numberless other facilities of every sort will be denied to them.

When the time comes the newspaper proprietors' associations should arrive at some common agreement as to the acceptance of advertisements from what are now enemy countries. A great deal of unseemly friction would probably be caused by the failure of the Press as a whole—that is, all but " the tag, rag and bobtail "—to subscribe to the same policy in this respect.

What that policy should be it is much too early to say. The attitude of Britishers, traders and consumers alike, would, and should, be very different towards a beaten and ruined enemy,

burdened with a huge work of reparation of wrongs committed, than it would be towards any enemy only held to comparatively mild terms and left with both the power and will to prepare for another raid upon the liberties of humanity in the future.

If, by any evil chance, peace should find us faced by the Central Powers in the latter position we trust that the economic weapon will at least be used by all private organisations and persons to the full extent of their power. It is a weapon of which they cannot easily be deprived, if they are resolved to hold it, and it can be used with devastating effect.

EDUCATIONAL ADVERTISING



URING a conversation which was recorded in our British Market Supplement last month, Mr. Libby, of the Willys-Overland Co., expressed, primarily for the benefit of American advertisers, his conviction of the supreme importance of educational advertising.

His observations, with which we are in full agreement, will repay consideration by British advertisers. Whether in their home market or abroad they rely a great deal too much on "general publicity" of the traditional kind.

They present claims without supporting them, and make statements without explaining them: and leave a host of potential customers unconvinced.

The wise advertiser, who is always studying those to whom he addresses himself, knows that an insatiable curiosity is the most common characteristic of humanity. And he sets himself to satisfy it by telling the story of his firm and its product in as full detail as possible. He asks for confidence on the basis of facts disclosed, and generally commands it. All the time he is surrounding his proposition with an atmosphere immensely favourable to it; inducing consumers to regard him as frank and open beyond the generality of his kind, an honest trader who, offering a sound article at a reasonable price, has nothing to conceal.

Every advertiser is an advocate before the court of public opinion, and if he has a case that will bear exposure is most ill-advised if he fails to open it out. Many a good advertising cause has been lost by quite unnecessary reticences.

An Appeal to Advertising Men

The committee of the Aldwych Club have accepted an invitation to organise a boom week for the sale of War Bonds to business men throughout the country.

Mr. Warcham Smith is in charge of the operations, and will be glad if members of the club will give consideration to the matter and send him suggestions. He will also be glad to hear from anyone who is in a position to give some hours a day to the work. Letters should be addressed to him at the Salisbury Hotel, E.C.4.

Furthermore Mr. Warcham Smith would like to receive the names of those members of the Aldwych Club who would undertake to work with the Local War Savings Committee in the district in which they live. The week is from March 4th to 9th.

We agree with the committee of the Club that this is a splendid opportunity for further justifying the club's existence, and we earnestly hope they will receive the co-operation of members so that the scheme may be a complete success.

A COMPACT ARGUMENT OF THE CASE FOR ADVERTISING

THE COUNCIL of the Association of British Advertising Agents has issued a little piece of general propagandist literature which should do good service to every interest connected with the advertising business. The Association has naturally taken occasion to call attention to its own importance and the standing of its members, but there is nothing narrow or sectional in its presentment of the case which advertising can in these days put forward.

Entitled "The Function and Place of Advertising in Modern Business Economics," the booklet takes the shape of a reasoned exposition of modern advertising principles and practice, and consequently in effect provides a series of answers to the criticisms—mainly born of ignorance—so often passed upon them.

"The procedure has been adopted," says the "Foreword," "of submitting the whole of the facts in their possession (viz., that of the Council of the Association) to a member of the Bar with special knowledge of business affairs, accompanied by a request that he would furnish a considered and quite independent opinion upon the points now under discussion."

This procedure has had an excellent result. Never has the case for advertising, in its broad outlines, been argued at once more temperately and more forcibly. It is compacted into wonderfully small compass, gaining much by the compression; and the absence of the "hot air" which the ill-regulated enthusiasm of advertising men has so often permitted to be the atmosphere of their advocacy removes one of the chief obstacles to the conviction of the sceptical.

The form in which the argument is developed will be understood from the order of the section headings: "The function and place of advertising, etc."; "Advertising tends to reduce production costs by stabilising demand"; "Advertising reduces selling costs by conserving man-power"; "Advertising benefits the consumer as well as

the advertiser"; "Advertising benefits collateral trades"; "Advertising of branded goods fixes standards of quality and price and checks profiteering"; "Advertising creates and maintains goodwill." It is the ordered, reasonable and temperate treatment of these familiar propositions that gives the booklet its exceptional value.

Two additional sections dealing with matters of exceptional interest and importance—"Advertising expenditure and Government accountants," and "Advertising during the war: its protective side"—bring the booklet up to thirty-six pages. From the former of these sections we must quote:

"To lay down an arbitrary rule that advertising expenditure cannot be taken into consideration when arriving at cost of production is bound to work grievous injustice in the case of those firms whose costs of production have been brought to their present low figure because outlet was assured to output through the power of advertising.

"These firms have been in the habit of treating their advertising upon the same basis as other costs of production, and as such, the advertising accounts have hitherto not only been audited and passed by leading accountants all over the kingdom, but it has been the practice of these accountants to insist upon this course being adopted! All the weight of evidence, therefore, shows that any attempt to differentiate between this and other prime business costs would be to place a stranglehold upon businesses, dissipate goodwill in the markets of the world, and reduce firms from the position of makers of a "brand" accepted everywhere by the public as a guarantee of good quality, to the level of manufacturers of unknown, non-guaranteed goods."

It is very well indeed that this demonstrably sound view should be so clearly stated and so strongly enforced as in the booklet under notice. For this alone we should be grateful were there nothing else to call for our thanks; which is far from being the case.

MR. W. M. LETTS



An Impression by G. E. WHITEHOUSE

THE SUBJECT of this sketch, the managing director of Crossley Motors, Ltd., is difficult to describe, though easy to understand. He is a human anachronism and requires some definition. Here we have a man on the top rung of the ladder of business, and yet he says little about it, and does not hold himself up as an example of enterprise. We have in him a man who knows his business, yet does not boast about his knowledge. We have a man who holds firm beliefs in the value of bold advertising, and carries those beliefs into practice, yet keeps a hold on any exaggeration which might injure his ideals.

W. M. Letts is a thorough business man; he is capable in his industry, as the world of motoring knows. He presses on in his path of progress, and makes no fuss about it. He does not preach the things he has not practised. He is brimful of enthusiasm, but uses it for propulsion in the right channels, instead of letting it bubble over into the sea of generalities.

W. M. Letts knows his job, and sticks to it, gives of his best, and sees the reward in expansion, in improvement, in the general complement towards the sum of bigger business.

Crossley is a name to conjure with in the engineering world. It stamps any product as good. When that product is motor-cars, and the name of Letts is added, there is a combination far too powerful to be ignored. Not that the power is exercised oppressively. There can be dignity in enterprise; restraint in enthusiasm. W. M. Letts is not spectacular; he speaks and acts with a confidence born of real knowledge. What he says on any matter connected with his own industry will always command respect; it cannot be shelved as irresponsible.

W. M. Letts stands for the Crossley car, now recognised as one of the brightest stars in the motor firmament. Its reputation is world-wide, and one point may be emphasised as illus-

trating the personality of Mr. Letts himself. The great painting which eventually finds its home in one of the art galleries is generally the work of years. Perhaps the greater portion is finished within a few weeks, but the touches which make the picture and bring it fame are the work of months and years, and are added with patient care and rare skill.

W. M. Letts is an artist in commerce, and the Crossley business is the symbol of the great idea which has animated his life for many years. Year by year the business has been developed and matured, and the end of the war will show in all its brilliancy the fact that Mr. Letts has not been marking time.

Before I knew W. M. Letts it was my desire to meet him, and know him, and know him well. I have profited in knowledge and wisdom, and gained experience through his friendship. Though he may disagree with what I have set down here, and class it among those ebullitions of unguarded enthusiasm which he so much hates, yet I welcome this opportunity of expressing an opinion.

He believes in advertising—bold, extensive, prominent, appropriate advertising—for the Crossley car. His "Quality Car" of the near future will deserve ample publicity, and will get it. He has told me this himself, and in doing so conveyed more than I can express here.

Proud of the enterprise he controls, his chief satisfaction at the moment is that everything he does is for the good of the British Empire. To-day, when sterling and untiring service is urgently required, W. M. Letts takes the wide perspective, and has steered a straight and direct course. During these three years and more he has crowned his career by services which only a few men can hope to give. Where the value of men is keenly and truly weighed he is looked upon as one of the strong men of his generation.



MR. W. M. LETTS.

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"old antique furniture" for sale? As so much "antique" furniture is very modern, perhaps the advertiser only wanted to emphasise the genuineness of the antiquity.



Two Much-Admired Posters.

Of the posters issued by the National War Savings Committee the two illustrated on this page have been particularly commended and admired. It was a happy idea of somebody's to call Whistler's portrait of his mother into service, though I wonder what the irascible artist would have said to the defacement of his work by lettering. One remembers his, "Who am I that I should initiate a masterpiece?" and can dimly imagine how he would have rebuked the perpetrators of such an outrage. The other poster has a dainty subject daintily treated. Very charming in itself, it is not as effective as it might be when considered as a poster. I note, by the way, that neither of these posters is by a British artist, which is perhaps a pity.



Greetings.

Stress of war was responsible during the recent Christmas and New Year



AFTER A WORLD-FAMOUS ORIGINAL

season for a very great falling off in the old-time custom of sending greetings, both private individuals and business firms deciding either to abandon the practice altogether, as was generally the case, or to restrict the issue very materially. Consequently THE ADVERTISING WORLD has fewer of such greetings than heretofore to acknowledge.

Nevertheless, some came to hand, and to their senders I offer, on behalf of this paper, our hearty thanks. The



THE CHARM OF CHILDHOOD



HEAT
No More—
FROZEN
RADIATORS
DAMP CUPBOARDS
OR WARDROBES
RUINED PIANOS
BURST WATER
PIPES etc. etc.

**"PETER
THE
HEATER"**
25/- POST
FREE
SIZE 9 IN X 2 IN

State Voltage
when ordering.

**HERBERT & JAMES
STEVENSON LTD**
16 WATER LANE, LONDON, E.C.3.

Telephone: 4932 Aylesbury.
Cables to be crossed
National Provincial
Bank of England.

TOPICALLY POINTED

friends who thus observed the established custom included Mr. Wm. H. Rankin of New York, Mr. Cecil A. Tooke, who has been interned ever since the ill-fated expedition for the relief of Antwerp; Messrs. Kenny's Advertising Agency, Dublin; Mr. John Kemp, *Sheffield Independent*; Mr. Edward J. Burrow, of *The Car*; Mr. Bernard J. Palmer (Royal Engineers); and Mr. Fredk. L. Smale (London Regiment), both on service in France; and Mr. Roy Somerville, of *Punch*.

To all these I offer our very best wishes for the New Year, and particularly to Mr. Tooke that his long, dreary internment, so cheerfully borne, may soon be ended, and that the two "soldiermen," whom we all thank so sincerely, may be preserved to return in health and strength to home and friends.

A Well-timed Advertisement.

The weather which has been afflicting us during the past few weeks has been so entirely favourable to the bursting of water-pipes that the advertisement issued by Messrs. H. & J. Stevenson,

Ltd., and reproduced on this page, could not fail to appeal to a painfully interested public. It would have appealed much more had it been a trifle more explanatory. There is nothing to indicate how much or how



Successful Capture of German Trade

Petroleum Jellies, Ltd.

Adeps Lanace

Liquid Paraffin

B.P.

Genuine Russian

Lanoline

PURE RUSSIAN LIQUID PARAFFIN CO., LTD.

9 St. Helen's Place, LONDON, E.C.4.

ACTUAL Manufacturers at our Works, no London

COMPOSITOR'S "HASH"

little heat is radiated from the contrivance advertised. This is what possible purchasers most desire to know, and it will pay to tell them, more especially as there is a prevalent idea that electric radiators are not very effective.

An Ingenious Display.

As an example of misdirected ingenuity in display, of a kind once common but now happily seldom come upon, the advertisement of the Pure Russian Liquid Paraffin Co., Ltd., would be hard to beat. The advertisers seem to have altogether overlooked the fact that an advertisement has to be readable—that is, if it is to have any good effect. Next time we recommend them to see that their advertisement copy is given to a less ingenious compositor. They might also explain their proposition, which should lend itself to very strong and interesting presentment.



FROM AN "O-CEDAR" MOP DISPLAY

Unblushing!

It is sometimes rather difficult to discover whether a "crib" is legitimate, merely regrettable, or altogether reprehensible. We all borrow ideas from each other, and from sources that are

common property, with a considerable amount of freedom: for the most part to our own benefit and to the injury of no one. There are "cribs," however, which, given the widest latitude, must by everyone with the smallest sense of fair dealing be held inexcusable. Of such is that shown by the illustrations on this page. The upper one is taken from an advertisement of "O-Cedar" Mop, the lower, as may be seen, from that of a rival manufacturer of a closely, if not precisely, similar article. If our information be correct there can be no doubt at all that the idea of the drawing and its accompanying letterpress was originated by the advertisers of "O-Cedar." In "cribbing" it with so barefaced an impudence, whoever was responsible—for the "Komo" advertisers may of course themselves be the victims of some unscrupulous artist or copywriter—has offended against the most elementary decencies of advertising practice.

To annex other people's property, as has been done here, is by no means "clever." Morals and manners apart, it always pays the advertiser to be different from, even if he cannot be better than, his competitors.

THOTH.

The Modern
"Witch's
Broom"



There is a touch of magic about the

KOMO
HANDY MOP

To see it fly hither and thither gathering up dust without scattering it—doing double work in half the time it took with brooms, brushes and dusters—is a sight that astonishes housewives who have not used it.

NEW STANDARD MODEL

Triangular shape, with adjustable handle, and easily detachable fabric.

4/6

In using a 6d. Tin of KOMO MOP POLISH, separate dry, treated fabrics can be obtained to: 1s. 6d. 1/6. (Also the Hinge Model, fabric not detachable. 3s. 6d.)

MANUFACTURERS: THE "MATCHLESS" METAL POLISH CO. 1, 2, 3, LTD. 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. LIVERPOOL.

A RIVAL'S ANNOUNCEMENT

DISTINGUISHED "TOOTAL" DISPLAYS




TARANTULLE
for Dainty Home-Sewn
Lingerie and Baby Wear

One of the Great Guaranteed TOOTAL Fabrics.

Charm and comfort have their most perfect realisation in lingerie made of Tarantulle. The perfect weave of this Tootal fabric is a delight to itself, and, moreover, facilitates delicate stitchery. Its absolute purity and lasting softness are gratifying in the extreme. Tarantulle really justifies beautiful trappings—for trimmings or layettes. It never varies in quality. Always new tints on sale.

*All sizes made in Tootal Works. Standard 114".
For 114" lengths 110 per yard. Patterns free from
TOOTAL & CO., Ltd., 132, Chancery Lane, London, E.C.4.*

*One of the
Guaranteed
Tootal lines*



TWO seasonable
suggestions, at
their best in
Tootal Cloth.

This moderately-priced winter material has the richness of silk velvet and is exceptionally serviceable. Beautiful colors that will not rub or soil delicate linings; lightness that makes it suitable for the full skirt; economical width, 27 in.; guaranteed absolutely in wear—all these Tootal features call for your consideration of Tootal Cloth.

2/6
CORDED
3/6
PLAIN

TOOTAL CLOTH
The Guaranteed Velvet Fabric

Is black, white and a wide range of colors—27 inches wide.

AT YOUR DRAPER'S

TOOTAL CLOTH is marked on special rubber bands so that drapers can always supply it in perfect condition.

Send under the Free Pattern of Tootal Cloth. It enables you to obtain Tootal Cloth from your draper and order with confidence, and we will send you a pattern of the fabric. It is marked with "TOOTAL" and "27 in. wide." 132, Chancery Lane, London, E.C.4.

TOOTAL GUARANTEED FABRIC. Manufactured by Tootal, Besenmer Lee Co. Ltd., London, E.C.4. Sole Importers in America: Tootal, Besenmer Lee Co. Ltd., New York, N.Y. Sole Importers in Canada: Tootal, Besenmer Lee Co. Ltd., Toronto, Ont. Sole Importers in Australia: Tootal, Besenmer Lee Co. Ltd., Sydney, N.S.W.

One of the great TOOTAL lines of Guaranteed Wash Colors. TOOTALCO washes in a minute, no ironing, no wringing, no drying, all color and life—Guaranteed and marked when purchased.



EVERY mother—every woman—will be glad to see the new patterns of this dependable, economical British wash-cotton—white, colored or black. Tobarlco colors attract the eye at once by their beautiful clearness and softness, and as sufficient dye material was secured before the scouring began, Tobarlco colors are as fast as ever—Guaranteed indelible. Tobarlco Khaki is the wash-color of the moment. Tobarlco requires no starch—which means smaller laundry bills. A boon to mothers. Always see the name on every yard of velveteen.

TOOTALCO
THE BRITISH MADE COTTON WASH FABRIC.

27-30 in. wide. Colors Guaranteed Indelible. Sold by Drapers everywhere.

Write for Free Pattern to TOOTAL & CO., Dept. A.1, 132, Chancery Lane, London, E.C.4.

TOOTAL GUARANTEED FABRIC. Manufactured by Tootal, Besenmer Lee Co. Ltd., London, E.C.4. Sole Importers in America: Tootal, Besenmer Lee Co. Ltd., New York, N.Y. Sole Importers in Canada: Tootal, Besenmer Lee Co. Ltd., Toronto, Ont. Sole Importers in Australia: Tootal, Besenmer Lee Co. Ltd., Sydney, N.S.W.

One of the great TOOTAL lines of Guaranteed Wash Colors. Tootal Cloth is marked on special rubber bands so that drapers can always supply it in perfect condition.

THE PRACTICAL VALUE of Tootal Pique is so-day realised to the full by many ladies who, in hospital or other war service, need dresses and overalls that will stand being "always in the wash."

TOOTAL PIQUE

It is the special strengthening between the cords that makes Tootal Pique so reliable—so last likely to split than the old pique. And this strengthening in no way affects the lovely softness of the fabric.

For all kinds of everyday wear Tootal Pique gives most economical and lasting. And what could be better than the narrower cords or heavy patterns for the children?

Four widths of cord and heavy patterns. Be sure to see the name on the selvage. 27 in. wide. 110 per yard. 114" wide. 110 per yard. 132, Chancery Lane, London, E.C.4.



TOOTAL GUARANTEED FABRIC. Manufactured by Tootal, Besenmer Lee Co. Ltd., London, E.C.4. Sole Importers in America: Tootal, Besenmer Lee Co. Ltd., New York, N.Y. Sole Importers in Canada: Tootal, Besenmer Lee Co. Ltd., Toronto, Ont. Sole Importers in Australia: Tootal, Besenmer Lee Co. Ltd., Sydney, N.S.W.

CHARACTERISTIC ADVERTISEMENTS OF "TOOTAL" SPECIALITIES

PRINCIPLES RELATING TO ADVERTISING AGENTS

Agreed to by the British Association of Trade and
Technical Journals.

IN THE course of an interview with Mr. Arthur C. Brookes, the secretary of the British Association of Trade and Technical Journals, at the registered offices of the association, Sicilian House, Southampton Row, we elicited some interesting facts concerning the relationship recently entered into between members of his association and the Association of British Advertising Agents.

Some time ago we were told a set of regulations was drawn up for the guidance of proprietors of trade and technical journals, and recommended for adoption by all members of the association, and these were satisfactory as far as they went, but they left room for modification and improvement. At the suggestion of the Association of British Advertising Agents, delegates from the two associations conferred, and the following, among other, amended principles were agreed upon :

(1) That a Register of *bona fide* advertising agents be kept by the association, and that commission be allowed to those firms on such register only. The Association of British Advertising Agents (incorporated) to have the opportunity of inspecting such list, and additions to such register to be made after consultation between the two associations.

(2) That the rate of commission (if any) be 10 per cent. for orders for usual credit, with a cash discount not exceeding 2½ per cent. if accounts are paid quarterly in advance, or 5 per cent. if paid yearly in advance.

(3) That a maximum credit be given for three months from the date of the first insertion.

(4) In cases of firms who have already advertised in a journal without the intervention of an advertising agent, six months shall elapse from the completion of the contract before further advertisements shall be considered new business entitling to commission in the case of monthly publications, and three months in the case of weekly publications. In the case of transferred business, no commission on any current contract shall be payable to an agent, and no commission shall be payable unless practically the whole of the client's business is placed through advertising agents.

(5) In cases where firms have been called upon and written to repeatedly from the office of the paper and eventually give an order

through an advertising agent, the commission on that order shall be one-half of that above-named. In cases of dispute the matter shall be referred to the arbitration of the Presidents (or their nominees) of the two associations, whose decision shall be accepted.

(6) The maximum number of proofs for advertisements supplied without charge to advertising agents shall be four, and the number of voucher copies two for each order.

(7) Orders for a given number of insertions at intermittent dates at series rate must state a definite time limit. The period shall be twelve months unless mutually otherwise agreed.

(8) When copy and blocks are not forthcoming in time for an issue for which space has been reserved in accordance with instructions, the publisher is entitled to announce in the space that it is reserved for the advertiser and to charge for it, provided copy has been applied for.

(9) That the association objects to agents sharing commission with advertisers, and any agent so doing will be struck off the association register. The operation of this clause is not to be retrospective—i.e., it shall not apply to contracts already running in any paper, but shall come into effect for all new advertisers and new orders as from date of formal acceptance by the Association of British Advertising Agents. That each member of the British Association of Trade and Technical Journals pledges himself and his firm and representatives not to accept new advertising other than in exact accordance with the printed tariff in operation at the time being. That a copy of this printed tariff shall be on file at the offices of both associations. No discount, rebate, or bonus of any kind other than the discount provided for in Clause 2, or set forth in the printed tariff, to be allowed.

(10) That a record of advertising agents who have compounded with their creditors be kept by the secretary.

Although these are principles which the British Association of Trade and Technical Journals recommend for the guidance of its members, and not rules which they are bound to abide by, we welcome the arrangement as tending to a better understanding between agents and trade and technical journals. The principles are intended to apply to those advertising agents whose names appear on the association's approved list, and are not necessarily confined to members of the Association of British Advertising Agents.

How the London Mail will be conducted

Editorial:

To make eyes twinkle, faces beam, and voices chuckle—

To catch the sunbeams of wit that filter through the clouds of gloom—

To be wise on occasion, but merry always—

To shun the commonplace and the vulgar as the plague—

These are the editorial aims of the "London Mail" now under the control of Odhams Limited.

J. S. ELIAS,
Managing Director,
ODHAMS LIMITED.

Advertising:

High as are the editorial aims, they will not transcend those concerning the advertisement pages, for the Odhams policy of accepting and inserting only "clean" guaranteed advertising will now apply to the "London Mail."

PHILIP EMANUEL,
Advertisement Manager
ODHAMS LIMITED.

ADVERTISEMENT RATES.

Ordinary Facing Matter Positions:

PER PAGE **£30** AND PRO RATA

PER INCH SINGLE COLUMN: 17/6 (4 columns to the page)

Special Positions:

(Page facing FIRST page of Editorial, or FIRST RIGHT-HAND PAGE facing matter.)

PER PAGE **£40** AND PRO RATA

Series Discounts: 2½% for 6, 5% for 13, and 7½% for 26 Insertions.

PHILIP EMANUEL, Advertisement Manager,

London Mail, 92, Long Acre, London, W.C.2.

Phone: GERRARD 9870 (Seven lines.)

L.C.C. TRAMS



Adoption of a Campaign of Publicity.

THE LONDON County Council, through its Tramways Committee, have taken an important step, which has been far too long delayed, and have already commenced to put it into operation.

The step to which we refer is the adoption of a policy of systematic advertising of the tramway services in London and the suburbs, which are under the control of the Council. It is matter for astonishment that such a course was not entered upon long ago and vigorously pursued ever since.

For some years now the London General Omnibus Co. and the Underground Electric Railways of London, working in unison, have carried out a brilliantly clever scheme of publicity, producing advertisements, both pictorial and literary, of the very highest order of merit. These have won the attention and indeed the admiration of hundreds of thousands—one might almost say—millions of people. The result has been to secure for the combined services a measure of popularity and patronage which has been very marked indeed.

PUBLICITY CAMPAIGN APPROVED

Yet all this time the L.C.C., with its network of trams, through the length and breadth of the Metropolis and its suburbs, have done nothing to secure advertisement for its facilities in the form of newspaper or poster publicity. It was not till a meeting of the Council in December that such a policy was finally approved, and then it was resolved to expend a sum of about £6,000 upon a campaign of publicity.

Undoubtedly the tramway system of the L.C.C. has suffered a good deal in the past from having no means of telling the public of the facilities it offered for travel, except by means of announcements in the cars themselves. These announcements therefore only reached those who were already passengers, and often perhaps did not make very great impression upon them. Very numerous as are the passengers

in the trams, the masses who did not use the cars knew little of the means of transit offered, or of the new services, etc., which the Tramways Committee were able to put on. If a new service was established people would see the cars running through the streets, but the people who did not pass through those streets were unaware of it, and even those who saw the cars were not always very observant.

EDUCATING THE PUBLIC

It was found, too, that it was not only in respect of new services that it was necessary to secure better publicity. It was remarkable that there were facilities which had been in existence for years of which many of the public knew nothing, even in the case of people who lived in districts served by the trams. Thousands of people, strangers to London, or to that part of it, have walked up and down the Strand in quest of buses or taxicabs, and never knew there was a far-reaching tram system running along the Embankment, scarcely more than a stone's-throw from where they were conducting their search.

Serious as had been for years that inability to tell the public what facilities the trams could offer them, it has become more important than ever of late to afford this enlightenment owing to the growing restrictions on means for transit due to the war. Many suburban railway stations were closed a long time ago, and buses are being put out of action from inability to find drivers, petrol, or men to effect repairs. The problem of moving the masses of people has been engaging the attention of the authorities, and the congestion of traffic has become more and more serious, so as to occasion grave concern to those who have to travel in the "rush" hours. An increased industrial population has also to be catered for. The case for the enlightenment of the public as to what the trams can do to help them is proved to the hilt.

EFFICIENT SALESMANSHIP is not content with *distribution*—it compels *consumption*, and must include consumer advertising ; it brings the water to the horse—and *coaxes him to drink*—induces the potential consumer to become an actual consumer.

HOW TO REDUCE SELLING COSTS

By PAUL E. DERRICK.

NEW EDITION

262 pages; Cloth, 6/- nett ; 6/6 post paid,
Geo. Newnes, Ltd., London, Publishers, or any Bookseller.

IMPORTANT ADVERTISERS are so impressed with the message and information contained in "How to Reduce Selling Costs" that they are providing their Selling and Advertising Staffs with copies. Some Companies are providing the book for each of their Directors : some also are presenting copies to Wholesalers and to Retailers who still feel antagonistic to efficiently organised selling methods.

PUBLISHERS and **ADVERTISEMENT MANAGERS** are presenting copies to their Canvassers, to assist them in their work. It is at last realized that the economic values of advertising require explanation.

IN THE OPINION OF THOSE BEST QUALIFIED TO JUDGE, "How to Reduce Selling Costs" is the first full statement and proof of the demonstrated fact that advertising is a time-saving, money-saving, and labour-saving commercial tool—indeed the most efficient of all tools for reducing selling costs.

PERSONAL SERVICE

Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans can be retained, or the complete Advertising Service Organisation of which he is the head may be utilised.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL E.
DERRICK
ADVERTISING AGENCY LTD

Do it better—
ORGANISED TO RENDER FULLY EFFICIENT SERVICE
IN ALL THAT PERTAINS TO ADVERTISING.

34 Norfolk Street, Strand, London, W.C.2

The media chosen for the publicity campaign is through the Press, and the first advertisements have appeared, the preliminary announcement being made at the New Year. This set forth that "The Tramways Department of the London County Council proposes to make use of the daily Press for the purpose of giving information to the travelling public. Under the heading displayed above (L.C.C. Trams) the facilities offered by the tramways will be explained and developments notified." Then followed a plea for remembrance by the public of the difficulties which the department had to face before criticisms were made of shortcomings of the transport services at the present time. The rest of the advertisement was mainly devoted to a request to those who travelled for shopping or pleasure to do so between ten and four, to relieve the pressure on the trams and help those who had to travel, earlier or later, in getting to or from their work.

The advertisements so far used have consisted of six-inch double columns, and have been confined to simple type announcements, practically devoid of display, the text being set in 12 point Caslon, three inches wide, surrounded by a broad margin of "white" and a rule. These statements appeared under the heading "L.C.C. Trams."

The advertisements were set in simple and dignified manner, rather pleasing in style, but we think might have been made much more arresting and attrac-

tive. For instance, the use of little line illustrations of some of the famous places to be reached by means of the trams would draw much more attention to the announcements, and the somewhat bald heading might be superseded by a phrase which would catch the public eye.

We learn, however, that the value of pictorial publicity is fully appreciated by the Tramways Committee, but that owing to the war and questions of labour and finance they do not propose at present to include such advertising in their publicity campaign. They will, until the end of the war, pursue only the policy of literary advertising through the medium of the Press. This will be supplemented by such posters and leaflets as are not pictorial and do not involve labour which just now the L.C.C. deems it more profitable should be employed elsewhere.

For the present the advertisements will appear in six London morning papers, *The Daily Telegraph*, *The Daily Graphic*, *The Daily Express*, *The Daily Chronicle*, *The Daily News*, *The Daily Mail*; and in four evening papers, *The Evening News*, *The Star*, *The Westminster Gazette*, and *The Evening Standard*. In these the advertisements will be drafted in such a way as to make appeal to Londoners generally. In the suburban Press the advertisements will be framed in such a way as to be of more local interest.

In the near future this scheme of publicity for the trams may be considerably extended.

The Security of Trade Mark Holders.

To Mr. W. B. Warren, of the Advertisers' Protection Society, we submitted a proof of our leading article bearing the above title, with a request that he would favour us with his views on the Bill now before Parliament.

From Mr. Warren we have received the following reply:—

"In conjunction with Mr. Stanley Worth, I carefully read your article on the subject of 'The Security of Trade Mark Holders.' We both agree entirely with the attitude you take up and feel that there is nothing we could add to the admirable article you have written on the subject.

Yours faithfully,

"W. B. WARREN."

The Committee of the Publicity Records Section of the National War Museum are now collecting war posters, advertisements, and other publicity matter dealing more or less directly with the war, and these it is proposed to exhibit in the Museum in order to illustrate the effect of the war on publicity. The Secretary, Mr. L. R. Bradley, would be very glad to receive from printers, publishers, and the like any copies of such advertising matter. The names of the donors will be placed on the gifts, and they should be addressed to Mr. Bradley, at H.M. Office of Works, Storey's Gate, Westminster, S.W.1.

Why The Sphere ?

Because ———

it circulates among the classes that possess the largest purchasing power. Because "The Sphere" constitutes a weekly story of the war and gives a concise but complete description by means of picture and text of the Allied movements in all the theatres of war. No other periodical has such a wealth of graphic pictures, detail maps, and descriptive articles.

Apart from war interest, it contains other topical features such as "The Literary Letter," by Mr. Clement K. Shorter, and a weekly article by E. V. Lucas.

Without question "The Sphere" is the favourite weekly of the intelligent and well-educated public

and is Unrivalled as an Advertising Medium

:: Write for rates and particulars to ::
THE MANAGER (Advertisement Dept.)
6 GREAT NEW STREET, E.C.

ADVERTISING WITHOUT FRILLS

How the Merits of "Zonophone" Records are Presented to the Public

THERE IS probably no class of advertising that is generally of a higher quality than that of the various "Ophone" records. [One cannot find a suitable generic name for them since the word "Gramophone" has been adjudged the property of one particular company.]

The advertisers concerned are entitled to considerable credit for their achievements; but they need not plume themselves too much. They have an easy proposition to handle when it comes to the devising of attractive and stimulating advertisements. Upon the charms and delights of music it is not difficult to discourse with telling eloquence. The advertiser is able to appeal to an emotion and sentiment of which scarcely any individual is altogether devoid; and his commodity is of such a character that he can legitimately essay flights of poetry and imagination not to be dreamt of by those who deal in a more prosaic "line of goods."

Many advertisers of records take full advantage of the opportunities open to them and sentimentalise and poetise with freedom and—it cannot be doubted—with effect. The art of the alluring and suggestive picture, as well as of emotion-stirring verbal call to memory or association, is known to them and exercised with notable skill and ingenuity.

That this is one way—and a very useful way—of selling records could without difficulty be demonstrated: but it is plainly not the only way.

The advertisers of the "Zonophone" records, who are among the most successful in their own field, indulge very sparingly indeed in frills in making their public announcements.

Their idea seems to be that to expatiate upon the charms of music to those whom they address is to preach to the converted, and so to waste effort and money.

The advertiser of records, they would contend, appeals to those who have

Don't worry
About Air Raids
but take a
FORMBY TONIC

Get one at the nearest
dealers to-day and all
depression will vanish.

The 30 topping songs by
George Formby
on
ZONOPHONE
RECORDS

will develop a perpetual smile.
Here are the latest.

"I'll have to be stopped" and "I'm leaving"	1727
"Oh my, what a shame" and "Jolly"	1797
"Te-A" and "Grandfather's Clock"	1806
"Did you see crowd on Piccadilly" and "Twice nightly"	1865
"Sit down, go to sleep" and "Frightened legs asleep"	1901
"What do I care?" and "If I'm not welcome, say so"	1904
"The Incident" and "Devil's Elbert"	1949
"The man with stronger toes" and "Higher than you"	1958
"I shivered and I cried like a" and "Gathering Mists"	1959
"I parted me hair in Wanda" and "There we all went in"	1958

ZONOPHONE DEALERS EVERYWHERE

Sydney Coltham

England's most
wonderful Tenor records
exclusively on Zonos!

This brilliant singer's
Repertoire includes all the best
Operatic and Oratorio Solos, as
well as standard ballads and the
latest Song Successes.

ZONOPHONE
RECORDS

Any of the 10,000 Zonophone Dealers
throughout the Country will be pleased
to play these Quality Records—You'll
be charmed with both singing and
reproduction—simply magnificent.

2/-
10in DOWRY
12inch 3/6

FEATURING POPULAR VOCALISTS

IF IT'S AMERICA

**Get into touch with the
LONDON OFFICES**

of

**America's Greatest
Newspapers**

New York Times.

New York Sun.

New York Evening Post.

Brooklyn Eagle.

Philadelphia Inquirer.

Baltimore American.

Boston Transcript.

Chicago Tribune.

Washington Star.

Minneapolis Tribune.

San Francisco Chronicle.

Pittsburg Dispatch.

Cleveland Plain Dealer.

St. Louis Republic.

New Orleans Times Picayune.

THE DORLAND AGENCY LTD.

G. W. KETTLE, *Managing Director*

**16 REGENT STREET, LONDON,
S.W.1**

already admitted that music in the home is desirable in the most definite manner by purchasing one or other of the many available sound-reproducing machines.

Having the machines they need no persuasion to buy records, since with-



Miss ELSIE SOUTHGATE
the beautiful and world
... famous Violinist ...
accompanied by her sister
Dorothy on the Muesel Organ
has given miraculous
expositions of The Art of
the Violin on "Zonophone"
records. All Violin lovers
should get them—the delicate
tonal-beauty—the marvellous technique
—the pure harmonics—verily a
celestial blend of Violin and Organ

HEAR ANY OF THESE AT YOUR DEALER TO-DAY

"Love's Garden of Roses" and "Success"	1786
"Pleading" and "Dance of the Elves"	1742
"A Little Love a Little Kiss" and "Where my Caravan"	1698
"Simple Love" and "I Love"	1667
"The Rosary" and "Held in Bondage"	1634
"Thanksgiving" and "Benevolence"	1611
"Auld Robin Gray" and "Rabon Auld" and "Mary of Arroyo"	1569
Berkeley from "Tales of Hoffmann" and "Coun Melodies"	1554
Intermission "Cavaliere Rusticorum" and "Ave Maria"	1525
Melody in F and "Somewhere a voice is calling"	1483
"Anne Laurie" and "Benevolence"	1325

ZONOPHONE
RECORDS
2 1/2 INCH DOUBLE SIDED

VIOLIN RECORDS

out them their first investment would be useless. What they can be induced to do is to increase their collection and to buy one record instead of another.

The policy pursued in advertising "Zonophone" records is accordingly first to suggest that they are of exceptional quality, in perfection of recording, durability, etc., and second, to bring particular items in their list prominently before the notice of those most likely to be interested.

Of the songs and instrumental music most popular at the moment they make a special feature; and this has undoubtedly been a great factor in securing them the favour of the general public.

They do not wait until the topical success has begun to lose the first bloom of its popularity before they offer a record of it to the factors, and through them to the dealers and the potential purchaser. Almost invariably they contrive to float their record on the flood time of popularity as far as its subject is concerned.

To enable them to do this they have to anticipate the judgement of concert-room, theatre and music-hall audiences: and this they contrive to do with almost uncanny precision. This enormously facilitates the advertising of one important class of their records: for the rendering of the popular success of any given period, during its usually short reign, needs but little recommendation to those who are responsible for its vogue.

Care is also taken in advertising "Zonophone" records to "feature" certain vocalists, instrumentalists, orchestras and bands exclusively in individual advertisements. They assume, on the soundest of grounds, that the purchaser who is particularly pleased with one record will be likely to demand several more of a similar character; and believe that, acting on the implied suggestion of an advertisement, those initially proposing to purchase one record by some favoured



BY SPECIAL APPOINTMENT
TO THE BRITISH PUBLIC

Black Diamonds

BAND
Conducted by Geo. W. Byng.

The most famous Recording Band
in the World—exclusive to Zonophones

All the great hits of the moment are produced to
perfection on Zonophone Records. Any Dealer
will give you a List. Here's a few of the latest titles
for which phenomenal demands are being made

SELECTIONS OF POPULAR MELODIES

1772	"Maid of the Mountains"	"American Nat'l Melodies"	1771
1757	Three Cheers	Young England	1753
1749	"Bound to Woe"	Dreams of Bliss	1715
1715	Songs of Blithely	Land	1714
1700	Nursery Rhymes	High Jinks	1699

MARCHES AND TEN-UP DOUBLE-ENDED RECORDS 21"

1688	"Sambro et Meuse"	Colonel Boppy	1743
	Great Little Army	Summer Festival	
1684	"Berrie and Belinda"	V.C. March	1668
	The Fairies' Wedding	March to the big brass band	

OPERATIC SELECTIONS—OVERTURES 60"

A726	"Ballet Egyptian"	Lily of Killarney	A732
A723	"Marianne"	"I Tantiacci"	A722
1787	Tenured: 16-inch Record 21"	Waltz "A dream of delight"	1716

LOOK OUT for a Royal double-21" disc—issued next week
"QUEEN MARY" Waltz—"KING GEORGE" March
Order from your dealer TO-DAY and avoid disappointment

ZONOPHONE DEALERS EVERYWHERE

THE TOPICAL NOTE

artist can often be induced to buy two or three, if not more.

Further, they give great attention to local interests and sentiment. Very often a serious or humorous vocalist enjoys an unrivalled following within the limits of a certain area, while receiving only the smallest consideration

HISTORY IN ADVERTISING

A Complete Record of the Greatest Movement of Our Time.

WITHOUT ANY other documents to study than contemporary advertisements the historian of the future might yet present a veracious picture of the past half-century.

The progress of ideas and "movements" as well as the evolution of social manners and customs are plainly written in the advertisements of every day for those with the wit to read.

Take for instance the feminist movement. When the passing years have placed the happenings of to-day in a true perspective, it may, very possibly, be regarded as the most potential phenomenon of even these eventful times. Has it not been reflected at least as faithfully by current advertisements as in the editorial columns of our periodicals?

The advertisements that have appeared in *Truth* alone would tell the story.

Forty years ago, when *Truth* first appeared upon the scene, no one imagined that a man's paper could have the slightest interest for women. A few women read what was written for the other sex, no doubt, but they formed such a small minority as to be entirely beneath the notice of advertisers.

Then and for a good many years afterwards the advertiser who wished to appeal to feminine readers found it advisable to confine his announcements to publications expressly and solely devoted to what were then held, probably with justice, to be the dominating concerns of the hugely preponderant majority of women.

Few then doubted that, to herself, a woman was a woman first, and an intelligent human being a long way afterwards, if the contents of the "ladies' papers" of the past can be accepted as evidence: and that they should be so accepted extensive circulations and the handsome results they yielded to advertisers combined to prove.

It is within the twenty years immediately past, and chiefly within the past ten, that these "ladies' papers" have lost their old-time supremacy in one of

the most important fields of cultivation open to the advertiser.

The women of the younger generation, taking a broader idea of their place in the scheme of things and eager to prove their capacity for full citizenship, were not content with the current literature that had satisfied their mothers.

They refused to believe that the larger affairs of life were of moment to men only, and became more and more earnest and general readers of the periodicals which dealt most intelligently and upon the best information with political and social questions of other than purely feminine interest.

So it has come to pass that *Truth*, which only twenty years ago was to all intents and purposes wholly and solely a man's paper, now possesses a circle of women readers as extensive as any of the periodicals catering for women alone.

To some extent the one or two "features" in *Truth* particularly appealing to women may be responsible for this; but in the main it is the general matter of the paper that attracts and holds them as it long before attracted and held masculine readers.

This gradual increase in the number of its women readers could easily be deduced from the advertisements in *Truth*.

Old advertisers have found it advisable to address a female as well as a male constituency; and new advertisers interested only in the former have deemed it well worth their while to be represented in the paper.

Other newspapers and periodicals have, of course, been affected by the same great movement that has given *Truth* its present-day following among women as well as men; but there is none which shows the progression more completely or in which it has so nearly reached its natural limit.

The advertisements of *Truth* plainly show this: and in consequence form in themselves, as has been said, a most interesting record of one of the greatest advances in the history of mankind.

L.K., TRUTH BUILDINGS,
WESTMINSTER, S.W.

beyond them. Perhaps it is because he or she is a native of the district, or because the style of song or its rendering appeals with peculiar strength to a local taste—whatever their reason these local vogues are very real things, and by noting them and making full use of the openings they present the advertisers of the "Zonophone" records habitually conduct intensive advertising campaigns that are remarkably profitable.

In the general Press only comparatively small spaces—six inches double-column, or so—are usually occupied. All the leading "national" newspapers are used, and a long list of provincial newspapers carry regularly repeated announcements. A few popular weeklies also figure in the list of media.

In the "trade" papers, which in this case are largely read by the purchasing public as well as by the dealer, full page displays are the rule.

The copy for these newspaper advertisements is never distributed at large. The nature of each individual medium and of the area in which it circulates, are always borne in mind, and the appeal is varied, whenever necessary, so that it may fit its particular occa-

sion. To this, unquestionably, the high average efficiency of "Zonophone" advertising, as measured by results in comparison with expenditure, is largely owing.

The dealers are kept informed week by week of new "Zonophone" records, or of older records that for one reason or another are of particular interest at the time, by small descriptive lists. The ingenuity, liveliness and variety of the few lines of descriptive matter attached to each item in these lists is their most interesting feature. No attempt is made to give them other than a strictly businesslike and unadorned appearance. Window-slips of various kinds are also supplied to dealers. These are all small in size, for the space available for their displays is usually extremely limited; but they are so contrived as to be both attractive and distinctive in their own unpretentious style, as the examples reproduced will show.

Like so many others, the advertisers of the "Zonophone" records are faced with a demand largely in excess of their ability to supply—we believe that they were something like a million and three-quarter records behind their orders at the end of last year—and

BY SPECIAL APPOINTMENT TO THE BRITISH PUBLIC

Xmas Profits

THE big profits this Yuletide will be made by the popular Zonophone 2 Records. The demand from factors has already surpassed previous record totals. Instant upon immediate delivery of all that your factor can let you have of the November Records, specializing Harry Lauder's "O. O. O." but get all out for 1900 "When the Bells of Peace are Ringing" by Herbert Payne and a Grand Chorus. 12 recent numbers should be included as big demands are now being made. Nov. 1765, 1761, 1755, 1750, 1745, 1744, 1720, 1572, 1570, 1549, 1546, 1534. These should be stocked heavily, especially 1744 and 1763. If you have not received the eye-arresting magnificent Window Slip and new Catalogue, write your distributor TO DAY!—Your store will be crowded if you make a good window show with these certain business pullers of

ZONOPHONE TWIN RECORDS

GO ALL-OUT FOR THE DISCS WITH THE BIGGEST SALES

ZONOPHONE THE QUALITY RECORDS

The "Quality" Record Sales are phenomenal!

Now, MR DEALER, if you are not specializing in this great money-maker, go "ALL OUT" for Zonos—the records with the biggest sale. The Record the Public Will Have.

ZONOPHONE RECORDS

are more than ever pre-eminent

For famous
ARTISTS—all perfect record-makers
TITLES—such variety, such topicality
RECORDING—brilliant, just true to life
WEAR—durability unequalled

Wide Public know that Zonos are the finest value on the market

IT'S UP TO YOU NOW!
Write instructions to your factor, be ready to fill your order

TO-DAY

SECURE
Large stocks
from 10 to 15
for the
AUTUMN
and
WINTER
TRADE
which will be
longer than any

FROM TRADE PAPERS

£1,155 per page
"more than justified"



An Apology

The Government having still further restricted the import of pulp and paper to conserve tonnage for the maintenance of our food supplies and the successful prosecution of the war, the "News of the World" has been temporarily reduced in size.

Whilst we are endeavouring to apportion our available space fairly amongst our many advertising friends, we apologize to them for the loss and disappointment which this policy must entail, but we feel sure that they will cheerfully assist us to carry out a policy of economy which has only one triumphant object in view.

The Advertisement Manager,
 News of the World
 Bouverie Street... E.C.

Dear Sir,

I notice that in the advertisement you issued regarding the whole page inserted in the "News of the World" on behalf of my firm, you stated "that the highest price ever paid for a single insertion of an advertisement was paid to the "News of the World" because it is capable of providing results that justify the price".

My experience is that newspapers are often inclined to over-state their pulling-power, but it may interest you to know that in respect of the above whole page for which £1155 was paid, your claim was more than justified.

Yours faithfully,
 EDWARDS "HARLENE" *Edwards*

Dec 19th 1917

30-32 Bouverie St.. LONDON, E.C.4.

could reduce their advertising expenditure considerably without prejudicing their current sales.

Very wisely, however, they look beyond the present to the future, and recognise that it will pay them well to consolidate and increase the goodwill they have established, although circumstances may not permit them to reap the full reward of their efforts for

The Latest
ZONOPHONE
Celebrity
Is
Miss
Elizabeth Newbold

THE GREAT VICTROLA RECORDING SYSTEM
which reproduces the popular songs, with the voice, in
PERFECT FIDELITY
Record No. 13

3'-

COME IN
and hear
them now

TWO WINDOW SLIPS

the time being. While carrying on "vigorously" during what seems an almost interminable wartime, they do not allow themselves to forget that there is a much longer peace-time coming.

With other advertisers far-sighted enough to take long views, and able to act upon them, they will undoubtedly find in the future that their present activities will yield a handsome return. The maintenance and enlargement of an established goodwill is not a very difficult matter; but few operations in the field of advertising are more arduous and costly than the repair of one that has been allowed to decay.

OUR FOOD SUPPLY

Lord Rhondda at the Aldwych Club

LORD RHONDDA, the Food Controller, delivered a weighty speech to the members of the Aldwych Club at the luncheon, on January 18th, at the Connaught Rooms. Lord Burnham presided over a very large muster of the members of the Club and of their friends.

The Chairman, in calling on Lord Rhondda to speak, said he was a man of fine imagination, a great man of business, and of unsullied reputation.

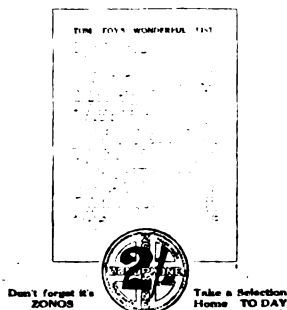
The Aldwych Club was also a place of fine imagination, especially in its Press section, and of unsullied record both in its Press and business sections. What could be more fitting than that the club and Lord Rhondda should be brought together, and on so opportune an occasion? The club had established a great name for making itself a platform from which Ministers, especially of the new order, could speak *urbi et orbi*. It was a far better platform than Tower Hill, and certainly one pleasanter and more convivial.

Lord Rhondda prefaced his account of his stewardship by thanking the Press for the help and support that he had received, without which his task would have soon become impossible. He was grateful for the intelligent help he had received from all responsible and influential organs

of the Press. To-day the Press was often more important as a guide reflecting public opinion than even Parliament itself. He welcomed the constructive criticism of the Press, but asked that it should be intelligent and not captious. His Ministry was always ready to give information to the Press, and he asked that the papers before criticising should come to the department for the information which they would always be prepared to give.

Tom Foy
on
ZONOPHONE
RECORDS

THE COMPLETE Series of the
Great Yorkshire Comedian's
splendid records are on
ZONOPHONES EXCLUSIVELY.



The Observer

(1791)

THE demand for Advertising space in "The Observer," so far exceeds the amount that can possibly be placed at the disposal of advertisers in existing circumstances that the management have to ask for the most generous indulgence from those whom they must perforce disappoint from time to time.

Every endeavour will be made to meet the requirements of those advertisers who apply well in advance for the space they require.

A monthly tear-off Calendar for 1918 ($22\frac{1}{2}$ by $14\frac{1}{2}$ ins.) will be sent free on application.

2

Telephones :
City 4591.

Offices :
22 Tudor St.,
E.C.4.

THE ADVERTISING MAN'S LIBRARY



Mr. Gordon Selfridge as Author

"The Romance of Commerce." By H. Gordon Selfridge. John Lane. 10s. 6d.

We may all be grateful that Mr. Selfridge has made permanent in print the beliefs which have governed a most notable commercial career. He is very far from being alone in holding these beliefs and in acting upon them, but the intensity of his enthusiasm for them could hardly be paralleled; nor would it be easy to find another eminently practical man possessed by such an active and adventurous imagination.

If, enthusiastic advocate that he is, Mr. Selfridge is sometimes tempted to overstate his case—as hostile critics have urged—he may easily be pardoned. He has to address a court that is by no means unprejudiced; and coldly dispassionate argument would receive but little attention from those he is most anxious to convince.

There is still far too general a habit of regarding "trade" with contempt. Even many of those who hold an honourable position in the commercial world seem to be rather ashamed than proud of the achievements which gave them their best title to consideration. They show themselves anxious to "cut the shop" whenever it is possible to do so; and far too many of them encourage their children to cut it altogether.

This widespread depreciation of trade may be no more than a conventional affectation; but it has done incalculable harm in the past, and will prove even more and more mischievous as time goes on unless it is checked.

COMBATING IGNORANCE.

Mr. Selfridge, by his example, his words, and now by his writing, is doing perhaps the most valuable part of all his work in combating the ignorance and the prejudice from which it arises.

Those who allow themselves to despise trade find the chief justification of their position in the idea that the trader works wholly and solely for his own material profit, without any consideration of the interests of others; that he is a mere exploiter of the producer on the one hand and the consumer on the other.

How absurd is this view in reality Mr. Selfridge clearly shows. He points out that if there is anything despicable in working for profit—which, of course, he will not for a moment allow—no one class of worker has any claim to superiority as against another, since all do alike. If it is argued that the artist, for example, is as much concerned with the joy of the work as with the material reward of it, the answer is that the merchant who would win any success worth mentioning must have the same concern.

That merchants, as a specific class (we are all merchants, but that is by the way), are shown by history to have been less public-

spirited, more selfish, meaner in their ambitions and less scrupulous in their operations than princes, statesmen, soldiers, ecclesiasts or artists is a proposition that could not possibly be supported. And the merchants of to-day would show to even better advantage were a fair comparison to be made between them and those whose activities are assumed to be pursued upon so much higher a plane.

There have been mean merchants and swindling merchants, but they do not represent their class, and in any case it is unfair to quote them as examples against the best available specimens from other social circles.

Let the dishonest merchant be condemned, by all means, with the corrupt statesman, the false priest and the prostitute artist; but do not treat a good merchant as though he were a being of a lower order than, say, a bad painter.

IN PRAISE OF COMMERCE.

How little reason there is for such an estimate of social values is evidenced by every page of Mr. Selfridge's history of and commentary upon the foundation romance of human society.

"Commerce," he says, "is the mother of the arts, the sciences, the professions, and in this twentieth century has itself become an art, a science, a profession. As it plays with a fine touch on the strings of human nature the world over, and makes happier by its fairness the youth of to-day and the man of to-morrow, it is an art."

"As it strives for the new and discards the old, when the old has been superseded by the better, as it invents and thinks out methods, ideas, even fundamental principles, and as its laboratory is always occupied by men who are searching for the causes of its depression and experimenting upon its possibilities of progress, so it becomes a very catholic science."

"And as it studies and digs deeper into the wishes and wants of the people; as it urges and proclaims its determination to force a higher and better standard of living throughout the realm of its activity; as it hates the wrong, the deceitful, and holds up the fair and straightforward; as it stands for greater accomplishment, greater power, greater happiness for its own workers and to the entire community as well, then it may truly be ranked as a profession, and one whose sphere of work is broader, whose almost uncountable ramifications are infinitely more far reaching than those of any other profession."

It will be seen that the writer is not in the least disposed to affect a false modesty in his claims for commerce.

He will not be content with less than an admission of its supremacy in human affairs.

That it ever has very extensively abused

“Everyweek”



COMMENCING with February 14th issue, after three years' successful run, "The War Budget," born as a journalistic war-baby, will be christened "Everyweek."

Its pages for the last three years have familiarised the public with general and unique aspects of the fighting front, but since the War has extended from the battlefields to the homes of the people, "The War Budget" in accordance has widened its scope. Some of the additional features will be introduced as follows :—

Mr. Wm. Le Queux, the well-known authority on Secret Diplomacy, Espionage, and Statecraft, will write each week on current topics. Mr. E. R. Thompson, who is a regular contributor to *The Londoner's Diary* in a well-known evening paper, will provide a page each week of Clubman's notes, entitled "Looking Around." Mr. H. H. Harris, the well-known cartoonist who contributes largely for "Bystander," "Tatler," etc., will supply weekly humorous pictorial skits on the outstanding notabilities of the day. Women's interests will be cared for in the weekly article written in collaboration by Lady Seton Kerr's daughter and Miss Hogg, two entertaining and well-informed writers. Special articles on the outstanding topic of the week will be discussed by the expert who has specialised on the question in hand. For instance, articles from such notabilities as Bishop Hensley Henson, Mr. A. Henderson, M.P., and Father Bernard Vaughan, are being arranged. Mr. Edmund Dane, the well-known military critic who writes for "The War Budget" each week, will continue to give an authoritative account of the week's war news. On the pictorial side, leading English and French artists of the rank of Matania will contribute, while a page summarising the world's best cartoons will provide an interesting feature.

Good class paper will be used, enabling the illustrations to be reproduced to best advantage, and the price will remain at 3d. weekly.

The circulation of "Everyweek" will be approximately 75,000 copies weekly, and only 4½ pages and front cover spaces are available for advertisements each week. The price per page is £20 and pro rata, front cover spaces being £8 for one-third page—printed in two colours.

Early application to the Advertisement Manager would be advisable in view of the very limited space available.

UNITED NEWSPAPERS, LIMITED
Periodical Advertisement Department
12 SALISBURY SQUARE, E.C. 4
Telephone - - - CITY 9330

its powers, or is ever likely to do so, he apparently does not credit. Dishonest trading does not pay.

"It is not clever to be too 'shrewd.'

It is not good to get the better of another by hook or crook, by deception or falsehood. It is not only possible to be honest in business, but it is the height of unwisdom to be other than honest. Exaggerated statements of any kind are dangerous, and no people are easier to compete against than those who use exaggeration. The world is not made up of fools, but of extremely worldly-wise people who recognise a knave with little difficulty. The trick is no longer the object of applause but of condemnation, and a trickster soon finds himself very much alone in business. It is wise to be very liberal with the public, and to give something which could be charged for is no longer a business error but quite the reverse. It is desperately silly to hold wages down to the breaking point, for there is so much more to the employé than two arms and two legs. There is the spirit of enthusiasm and earnestness and 'I will,' which means more to the employer than ten pairs of arms and legs. And loyalty is a quality to be earned by the employer from the employé, and only earned by fair, friendly, generous treatment. The spirit and even the letter of the 'Golden Rule' has been proved not only possible but pre-eminently practical in business life."

The foregoing quotations are given as fairly expressing the ideas and mental attitude of which the book under notice is one result.

By far the greater portion of its pages are

devoted to a retelling of some of the stories of commercial romance and adventure in which history abounds. These are well told—and bountifully illustrated—and in themselves justify the title of the book a hundred times over.

But to us the most interesting parts of *The Romance of Commerce* are those two or three chapters in which Mr. Selfridge tells of the work that is being done by the advance guard of merchant adventurers to-day, and in doing so lets his imagination play with the possibilities of the future. We should, indeed, have been grateful for a larger development of this part of his theme than he has seen fit to give us. We should also have liked him to enlarge more than he has done upon the part played by advertising—which he has himself described as the driving force behind modern business—in making latter-day commercial developments possible.

It would, however, be unreasonable to do more than touch upon these matters. Mr. Selfridge has given us a book which is not only intensely interesting but tonic and vitalising. Whoever reads it will be much more than better-informed, he will be better-braced for his ordinary activities in a work-a-day world.

For Mr. Selfridge has invested what so often seems petty and commonplace in a mantle of romance, he has made us realise that the pursuit of commerce is no mere sordid money-grabbing, but an honourable adventure. In doing so he has both ennobled our daily task and heartened us in attacking it.

We count ourselves not a little indebted to him therefore, as, we are sure, will all other readers of a most interesting and inspiring book.

"The Newspaper Press Directory, 1918."
Messrs. C. Mitchell & Co., 1 and 2 Snow Hill, E.C.1. 2s.

The great feature of this excellent directory, apart from the full list of British, Dominion and foreign papers, is the series of special articles dealing with the trade of the Empire. These essays are not only extremely informative in themselves, but will be of real value to advertisers in the development of their colonial trade and to advertising men who have the placing of business in the Dominion papers. They suggest the magnitude of this market and the class of goods that may with advantage be offered in each.

The first of these articles is entitled "Empire Trade," and others deal with "Inter-Imperial Commerce" and the trade of Australia, New Zealand, South Africa, Canada, India and the West Indies. Other topics include the activities of our own Board of Trade and the new Department of Commercial Intelligence. A useful feature, too, is the set of tables giving the value of German exports to the British Dominions in 1913, not merely of the total amount to each State, but the values of the different kinds of goods. For instance, to Canada, a land of furs, the Germans exported in the year named, fur goods to the value of £1,618,000. Surely there is no need for British merchants to allow that trade to be resumed after the war.

The following sentence which concludes the first article gives the spirit which permeates the whole of them: "No one can set limits to the future trade expansion of our Empire if wisely fostered and directed. That the subject is now receiving thorough attention is gratifying, and the trader must see to it that nothing is lacking on his part to study Imperial markets and promote reciprocal trade with the Dominions."

"The Digest of Merchandising and Advertising Information, 1918." Messrs. Taylor-Critchfield-Clague Company, Chicago.

The 1918 edition of this book, a gazetteer in miniature, has been published, and by reason of the very wide range of information which it gives on all sorts of subjects connected with the United States it will be found very useful in the offices of firms in this country having business relations with North America. The book is quite small, and it is a marvel of condensation. The lists of trade papers, with particulars as to place of publication, circulation, size of page, and advertising rates will be particularly helpful to publicity men, and information as to postal rates, trade-mark laws, population and chief industries of the leading cities and exports and imports will also be of assistance.

OVERSEAS ADVERTISING

Australia.

The Paton Advertising Service, Equitable Building, Melbourne, forward us a booklet they have issued consisting of miniature reproductions of the advertisements they sent out, as advisers to the Commonwealth Treasury, in the publicity campaign for the Australian Liberty Loan. For this purpose a great newspaper campaign was planned, supplementary to that already launched by the Commonwealth Bank, embracing 735 publications, practically every newspaper and periodical in Australia being used. Attention was principally concentrated on the metropolitan daily press, and on media of proven worth in the larger country towns and on the weekly and monthly papers, both of city and country circulation. Large spaces were used. The campaign was inspired by successful precedents, provided by British and American experience, and in advertising this loan the Treasury determined on a campaign not previously attempted in extent. This campaign must rank as one of the most notable in the history of Australian advertising, and it had to be speedily carried through. Posters were used, these, too, being devised by the Paton Advertising Service. Poster stamps were also employed and circular letters sent out to different classes of people, being specially adapted to those to whom they were addressed. Aeroplanes were employed and valuable assistance rendered by banks, business houses, newspapers and advertising clubs. The loan was over-subscribed.

Examination of the advertisements themselves shows that they were mainly of the text variety, with "reason why" arguments of crisp and effective phrasing. Illustrations were rather sparsely employed. A good many of the advertisements were headed by some striking phrase, such as "National Thrift will Hasten Victory." The case for subscribing to the loan was clearly and convincingly set forth, but there was perhaps rather too great a tendency to work along conventional lines. Some really telling illustrations, strongly drawn, would have helped greatly. When so many other classes of the community were assisting, the aid of the artists of Australia might, we think, have been more widely enlisted.

New Zealand.

Messrs. Ilott, of Wellington, in a letter we have received from them, give further testimony to the prosperous condition of the country. They say: "We are carrying on down here, but under decided difficulties. Something like fourteen of our men have gone into khaki, and the ballot for the first draft of the Second Division comes out next week. Nevertheless, business has been wonderfully good. New Zealand has probably never known such a prosperous period."

Messrs. Ilott also forwarded to us a cheque, the money to be spent in purchasing Christmas presents for the members of their staff on active

service at the Front. These gifts were to take the form of pipes, cigarettes, sweets, etc. It has afforded us great pleasure to execute this commission, but we should add that, owing to delays in the transit of mails, Messrs. Ilott's letter, which should have reached us about December 20th, did not arrive till January 8th.

Japan.

An Industrial Exhibition is to be held at Sapporo, the capital of Hokkaido, Japan, from August 1st to September 19th. A limited amount of space will be available for foreign exhibits.

Russia.

The Bolsheviks have lately been demonstrating in Russia some of their peculiar ideas of "freedom," so that the "released" people feel they were the better off under the dominance of the old régime of autocracy, bad as that was. One illustration of the kind of freedom permitted by Lenin, Trotsky and Co. is shown in their attitude towards the Press, for the so-called Government has, says a Reuter message, limited the right to publish newspaper advertisements exclusively to governmental newspapers and the organs of the Soviets. There was some kick left, however, for a time in their victims, and the bourgeois and socialist newspapers endeavoured to contravene the decree by continuing to insert advertisements. Several times, however, those newspapers were suspended and at last accepted the situation in order to ensure the regular issue of their journals. The result of the exclusion of advertisements from these papers is, says another message, that the journals cost the pre-war equivalent of sixpence. This result of the absence of advertisements should, by the way, be noted by those people in this country who profess to prefer newspapers without advertisements. But would they like to pay sixpence for what now costs them a penny?

Portugal.

Messrs. Raul de Caldevilla, advertising agents, Oporto, forward us a copy of a booklet they have issued, written in French, concerning the openings for business in Portugal and the facilities the firm can offer for acting as advertising representatives in that country of British firms. The booklet is entitled "La Propagande au Portugal," and is produced in excellent style.

It is interesting to note that whereas our consuls and other authorities on trade are consistently urging on British firms the importance of addressing prospective foreign customers in the language of the country to which those customers belong, we have here a Portuguese firm addressing British readers in a foreign tongue. Our own people are not the only unwise traders in this respect, and we fear that because this booklet is in French it will not receive in this country the attention it deserves.

DEATH OF MR. JAMES WANN

WE REGRET to record the death, which occurred on January 21st, of Mr. James Wann, managing director of Messrs. T. B. Browne, Ltd., the great firm of advertising agents in Queen Victoria Street. Mr. Wann passed away, after a short illness, at his house on Sydenham Hill at the age of 59.

Though a Scotsman by birth, by far the greater part of his business life had been spent in London with the firm named, for he joined it thirty years ago, coming to Messrs. T. B. Browne from *The Darlington Echo*. He entered the service of the firm as manager to the late Mr. Browne, and on the death of that gentleman in 1894 the business was turned into a limited liability company, with Mr. Wann as managing director. For some years Mr. Wann had, however, to a great extent withdrawn from any very active participation in the business, though he continued to take a great interest in it, devoting a large part of his time to his work as a member of the Corporation of the City of London.

Mr. Wann's strongest asset in business was his great administrative ability, and he made a feature of giving "service" at a time when the providing thereof on the part of advertising firms was less general than it is to-day. He developed the business of the house, which, under his guidance, has fully maintained its reputation and connection in spite of the fierce competition of the present day. Although, as we have said, he had not of late been, to outward appearances, very active in advertising circles, he continued to be recognised as one of the heads of the business, and this was shown by the fact that only a short

time ago he was invited by the Chancellor of the Exchequer to be one of the committee of advertising experts to assist the Government in advertising and popularising the War Loan issues. Mr. Wann was well known also to the publicity men of the United States, which he had frequently visited and where the firm had a branch office. He was one of the original members of the Aldwych Club, but only very occasionally seen there.

Mr. Wann played a prominent part in connection with the advertising men's trip to Sheffield, being one of the spokesmen of the party.

Of late years Mr. Wann's interests had been very largely centred in his work as a member of the City Corporation. He was a representative of the Castle Baynard Ward, to which office he was first elected in 1904 and he had sat for it ever since. His duties as a Common Councillor he discharged with conspicuous ability. He was chairman of the General Purposes Committee in 1908, and chairman of the Improvements and Finance Committee in 1910. It was during his tenure of the latter office that the widening of Fleet Street was carried out, and the Committee recognised the efficient way in which he had supervised that important task, entailing a huge outlay, by re-electing him as their chairman for the following year. In 1912 he was chairman of the Officers and Clerks Committee, and in 1916 chairman of the Port Sanitary Committee. Mr. Wann was a liveryman of the Stationers Company. In City circles he will long be remembered as a most able administrator.

The funeral took place on the 24th at Elmer's End.

SOME TRIBUTES.

To the foregoing brief record, hastily compiled as we were going to press, of a leading figure in the world of advertising, we append a few tributes received from prominent men who knew and respected Mr. Wann.

SIR GEORGE RIDDELL:

"My old friend, James Wann, one of the pioneers of modern advertising, was a typical Scotchman with a strong and engaging Scotch accent. A keen and successful man of business, but kindly, generous and humorous withal. He thought clearly and expressed himself clearly, with the precision which is one of the characteristics of his race. His work in connection with the Corporation of the City of London was one of the joys of his life. He was an excellent chairman of committees and did much useful work in that capacity.

"He had had an interesting life and had met many interesting people. He once gave me a vivid and graphic account, which I shall not readily forget, of the late W. T. Stead when editor of *The Northern Echo*. Mr. Wann was not an expert golfer, but he loved the game, and nothing pleased him better than to have a day's outing with a party of his cronies. He was much respected by all who knew him and will be widely missed."

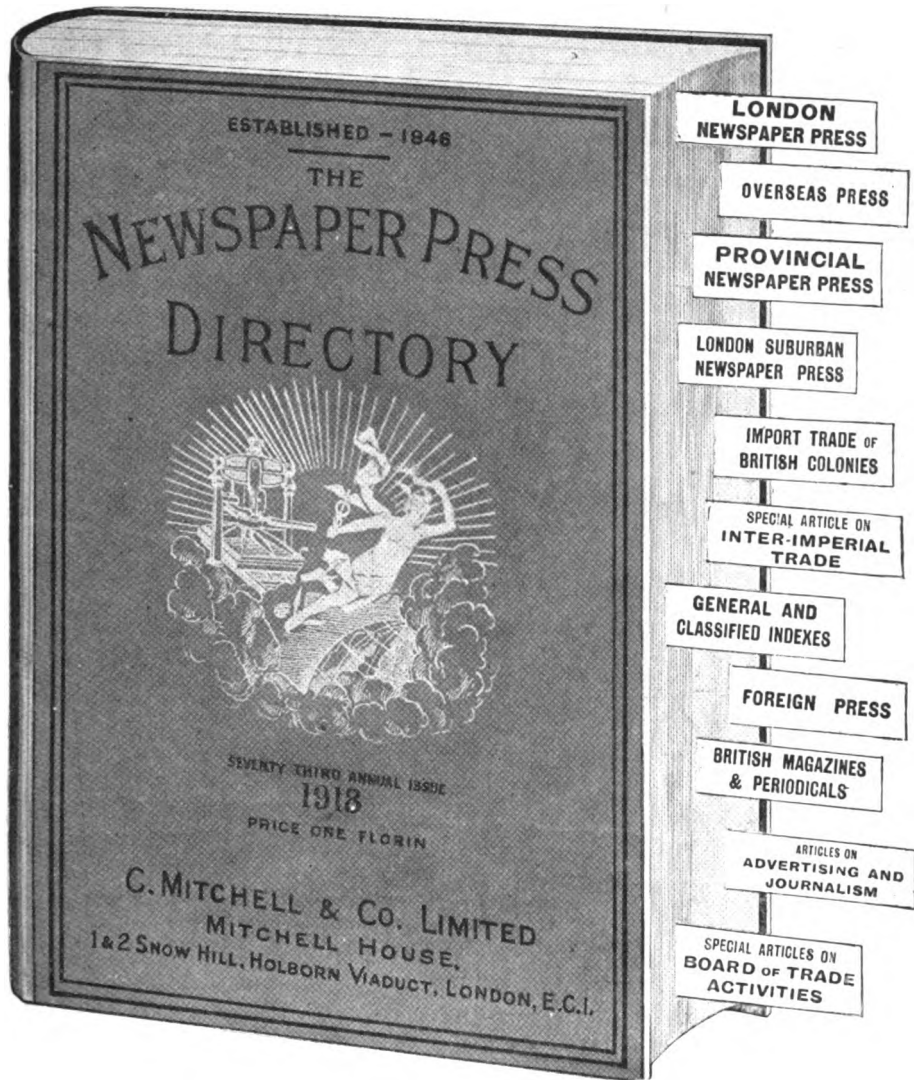
Mr. W. H. CARR, Managing Director, Messrs. Mather & Crowther:

"My acquaintance with Mr. Wann extended practically from the year in which he came to London. His was one of those strong characters content to remain only partially disclosed, except to those who could claim his friendship. Shrewd, far-seeing and eminently just, he rightly enjoyed a reputation as one of the real business men in the advertising field. In him was combined the keen intellect with a remarkable capacity for continuous work.

"During these latter years it was my good fortune to see more of the genuine kindness of his nature, which revealed itself in many unexpected ways, and those of us who have been associated with our late friend in various forms of work will recall with kindly feelings many instances of the ready help afforded by the right judgment and wise counsel of a most able man of affairs."

Mr. H. SIMONIS:

"The Street of Ink has lost one of its outstanding figures by the death of Mr. Wann. My recollections of him go back to my earliest business days of over twenty years ago, and many a hard tussle I fought with him. Yet with all his keenness in driving the best possible bargain one was always conscious that he placed his client's interests before his own, and



An Essential Book for Business Men

Business men who are studying the question of trade after the war—who want to keep well informed of the commercial conditions of the Empire and of the opportunities for trade that exist overseas—should get the 1918 Edition (73rd Annual Issue) of

THE NEWSPAPER PRESS DIRECTORY

It is an indispensable guide and gazetteer to the Press and commercial interests of the world. Designed to assist manufacturers, traders, exporters, advertisers and all who are interested in the development of British Commerce.

"A wonderful Two-shillingsworth."

Contains 642 pages brimful of valuable business facts and information.

Includes important articles on "Board of Trade Activities," "Inter-Imperial Trade," and gives Tariff Tables of the Dominions Overseas.

Price :

2/-

Post-free, 2/7.
(Abroad, 3/4.)

The Publishers, Mitchell House (Dept. A.W.), 1 & 2 Snow Hill, London, E.C.1.

with it all was eminently fair in his dealings. Out of those encounters was born mutual respect, and our personal relations were of the happiest possible description.

"Like so many other successful compatriots from 'over the border,' he combined business caution with imagination and an ability to select able men to second his efforts. Many of them are still with the firm, and others who now occupy big positions in the advertising world were trained by him and prove by their attainments how good his training was.

"He was a leading figure in advertising progress and placed his ripe experience at the disposal of the Government in connection with national publicity.

"He was a keen golfer and was a regular attendant at the meetings of the Advertisers' Golfing Society, and he found further recreation

in civic work, being a prominent member of the City Corporation.

"Certainly one of the great figures in the world of commercial journalism has left us, but it will be long before the memory of his strong personality fades from Fleet Street."

Mr. PHILIP SMITH (Messrs. Smith's Advertising Agency):

"As one who knew Mr. James Wann for over 25 years may I express my warm appreciation of those excellent qualities which endeared him to all who were even indirectly associated with him?

"His death at a comparatively early age will be felt by the whole advertising world, and I am sure that even his keenest competitors will unite in paying tribute to a man of honour."

"ADVERTISING WORLD" LAW REPORTS

Do Displayed Headlines on a Newspaper Constitute a Poster?

IN THE Liverpool Police Court on January 2nd the Stipendiary Magistrate gave his reserved decision in an important case which had been heard by him a fortnight previously, in which a man was summoned for exhibiting newspaper posters. What the defendant had done was to fasten to a board outside a news vendor's shop a newspaper so folded that half the page could be read.

For the defence it was contended that papers were left lying about on bookstalls and in newsagents' offices where they could be picked up and read by anyone. The paper as displayed could not be held to be a poster, and it involved no wastage of paper. It could have been taken from the frame and sold if wanted.

The prosecution contended that displaying the paper made it a "poster" within the meaning of the Paper Order.

A further summons had been heard by the magistrate charging a man with displaying illustrated plates of periodicals. This case had been adjourned to enable the Paper Commission to be communicated with.

With regard to the former summons the magistrate decided that the exhibition of a newspaper in its entirety was not an infringement of the Order, and did not constitute a poster. He therefore dismissed the summons.

The solicitor appearing for the police said he had received a reply respecting the illustrated plates, and in the light of the contents of the letter, asked permission to withdraw the summons.

The "Daily Mail" Overseas Edition

The appeal made by *The Daily Mail Overseas Edition* to advertisers to take the spaces in their full-page advertisement, of which we give an illustration, has been very promptly responded to, as will be seen by reference to it. The opportunity of securing so good an advertisement in such an attractive form was not one to be lost.

The following letter has been addressed to Mr. Louis Kaufman, of *Truth*, by Mr. H. Holford Bottomley, Head of the Special Publicity Department of the National War Savings Committee:—

"Dear Sir,—As you have attached yourself to the National War Savings Committee in an honorary capacity, I feel that I should write to thank you for the valuable services and suggestions you have rendered, which have helped to bring about the presentation by National Advertisers of over £70,000 worth of free advertising space for the purpose of stimulating the sale of National War Bonds.

"This is an exceedingly good result and your share in achieving it has been a valuable contribution to the country's service, and I shall greatly value your continued help."



Advertisers should Note

that the rates for advertisements in

“THE TATLER”

were increased as from the 1st January, 1918. The new rates are fully justified—indeed, more than justified—by the present circulation of

“THE TATLER,”

whilst they are made imperative by the price of paper.

Even the rates now quoted are much below the standard recognised as being the proper value for this class of publication.

The management has striven—and still strives—to keep rates as low as possible, consistent with the cost of production, and has fixed its rates from this point of view rather than from that of the accepted value per thousand of this class of publication.

If guaranteed circulations are compared, no publication of the class offers better value than

“THE TATLER.”

There threatens to be a serious shortage of paper this year, and it may be necessary to considerably curtail the number of pages allotted to advertisements. Advertisers, therefore, who wish to share in the excellent results which *The Tatler* has been yielding should

write at once for the new scale of rates, if they have not already received it by post, and secure what space they would like to book without delay.

Address—The Manager,
Advertisement Department,
“THE TATLER,”
6 Great New Street, E.C.

IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Bristol.

Bristol held its Tank week from December 17th to 22nd, and it flooded the city with advertising. Following the lead of the national advertisers, local firms combined War Bond advertising with their own announcements in most of the papers. On the tramways centre a special hoarding was erected which held striking posters and arrows pointing the road to the Tank situated in College Green. The Bristol Hippodrome seized a golden opportunity and announced the results by means of a pictorial "Try your Strength" machine, which was once so popular at fairs. Crowds watched the pointer gradually mounting up to the "Bell" which was marked £1,000,000. The design occupied the whole of the front of their building. At the Tank itself little real advertising was done. Speeches were made and hands played, but no posters were shown. Investors were each given a flag.

Local advertising has been fairly plentiful, but not up to the average of past Christmases. The two evening papers have been reduced in size, which has given them more *solus* spaces, whilst *The Western Daily Press* has appeared at times in a smaller size.

Lieut. C. E. Bennett, R.E., son of Mr. Charles W. Bennett, who is a director of Messrs. Bennett Bros., Ltd., the proprietors of "Ezyfyx," has been mentioned in dispatches for work on the Western Front.

Dublin.

I understand that a few bold spirits in advertising circles in the Irish capital are making a valiant endeavour to establish an advertising club. A previous attempt to

the same end was made in the early part of 1914, and considerable progress achieved, but with the outbreak of hostilities the promoters of the club considered it advisable to postpone the opening meeting arranged for September—and there it ended! I hope the organisers of the revival will secure the adhesion of a thoroughly representative group of Dublin business men.

I understand that the Coal Control Board is likely to apportion a certain sum for Press publicity in Ireland and that the work will be entrusted to Messrs. Kenny's Advertising Agency, Dublin. The general propagandist agricultural advertisements—handled by the same agency—of the Department of Agriculture and Technical Instruction for Ireland are being steadily maintained throughout the Irish Press. With the advent of the New Year there was a reversion to the "More Tillage" appeals of the earlier months of the campaign.

Mr. W. E. Magill, the advertising manager of *The Freeman's Journal* and allied papers, is to be congratulated on his innovation in Christmas "feature" advertising in the pages of *The Freeman*. Just at the height of the shopping season *The Freeman* carried, on three successive days, a particularly apposite illustrated composite page redolent of the Dickens "atmosphere" in picture and phrase. It was flanked by a group of display advertisements from several of Dublin's leading firms. The management of a big city house informed me that a series of displayed "smalls" in the *Freeman* during Christmastide produced a remarkable volume of results in cash orders. It was an experiment which succeeded!

DUTY TO THE STATE

THE SALES MANAGERS' ASSOCIATION held their 67th Meeting at Frascati's on January 17th with Mr. W. H. Beable in the chair. Mr. H. Gordon Selfridge was the speaker, his subject being "Every Man's Duty to the State."

Mr. Selfridge said they all owed the State something, though some of them thought the State owed them a living; the fact being that they all owed the State more than it owed them. It was now their duty more than ever to look after the State, because they had the most aggressive competitor across the North Sea that it was possible to have. That competitor was keen, quick and energetic, and he did not watch the clock or think too much of 'week-ends.' Moreover that country contained 50 per cent. more population than Great Britain. In certain districts of the U.S. there had not been a big Gentile business house started in thirty years. The German Jew almost

dominated the trade in that part of the world. He was resourceful, he was always at it, he never got tired, and if he were always honest he would be a most formidable competitor. If this country was going to maintain the lead it had had for the last hundred years they must all push their businesses to the utmost. The war was becoming almost a test of the Democratic style of Government, and a Democratic Government was greatly handicapped in competition with one governed by one man alone. Both England and America were handicapped in the war because there was not that individual authority in the Democratic form of Government. To be successful a business should be the elongated shadow of one man. There was no business, in any part of the world, that was done by Government that could not be done better by private contract.

Several speakers thanked Mr. Selfridge for his address.

Picture Offer

To "De Reszke" Smokers

This picture, "Miss America Arrives—She is Welcomed by The Boys," printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 52A.



Miss America Arrives

Episode I. *She is Welcomed by The Boys*

"Jolly glad you've come over, Miss America. We have been looking for you for ever so long. You are one of us altogether now, you know."
 "You dear boys! Of course I am. So you see I have come to stay. And I've brought with me some of Uncle Sam's best. You can have three guesses what that is."

That the statements made in the advertising of the "De Reszke" American—Mr. Millhoff's new Virginia blend—are bedrock truth is confirmed by smokers, whose words must carry weight with those who read them.

Robert Radford (Principal Basso, Royal Opera, Drury Lane), writes:—

"I find the 'De Reszke' American Cigarettes easily the finest in the market. Their flavour is distinctive and delicate (a rare thing in a Virginia cigarette), and they have never harmed my throat in the least degree."

W. Pett Ridge, Esq., writes:—

"Everything that comes now from America is welcome, and your 'De Reszke' American Cigarettes form no exception to the rule."

H. B. Irving, Esq., writes:—

"Thank you very much for the very delightful 'De Reszke' American Cigarettes. They seem to me to be quite excellent."

H. V. Esmond, Esq., writes:—

"I can honestly say that the 'De Reszke' American Cigarette is the finest cigarette of Virginia tobacco I have ever smoked. I am glad you introduced it to me."

20
for
1/5

10 for 8½d., 50 for 3/6, 100 for 6/10
SOLD EVERYWHERE

Or post free from J. Millhoff & Co., Ltd. (Dept. 70),
86, Piccadilly, London, W.1.

25
for
1/9

**"De Reszke" American
CIGARETTES**



SOME SPECIMENS OF ADVERTISING FROM NEW ZEALAND

SUBSCRIBERS' ADVERTISING

THE GOLDBERG ADVERTISING AGENCY, Wellington, New Zealand, forward us a number of advertisements which they have prepared for various clients, for insertion in the Dominion newspapers. Of a group of these we give an illustration. The commodities advertised cover a fairly wide range, and a feature about the advertisements is that they often consisted of a series for the same firm or the same article. This has the advantage of bringing out the different good points of the article without any necessity for crowding all the case into one statement. The advertisements are well laid out and considerable variety is displayed. The resulting effect is distinctly pleasing, allowance being made for some necessary limitation in resources. The amount of text used is generally small—the advertisements for the most part occupy but limited spaces—but the essential information is concisely given and the selling points well brought out. "Quite workmanlike" is the impression which they convey.

MESSRS. PRICE'S PATENT CANDLE CO., Battersea, send us two packets of nursery rhyme postcards which they have issued to advertise their soaps and candles, the idea of producing the advertisements in this form being to interest "young England" in the firm's products. In this we think

they will be successful, for the prettily illustrated cards, printed in colours, are sure to be popular with children. The pictures are the work of Mr. G. A. Boden, and have been drawn with spirit. Each card has printed on it a verse from the original nursery rhyme and its parody, concerning Messrs. Price's soap or candles. The cards were printed by Messrs. E. S. & A. Robinson of Bristol.

THE NORTH BRITISH RUBBER CO., 169, Great Portland Street, W.1, forward us two recent pictorial advertisements for Clincher Tyres. One of these, entitled "Clincher Tyres Always Leave a Good Impression," represents an old woman who has been knocked down by a motor car, and across her white apron are the very clear marks of the tyre. The occupants of the car and an old man look on laughing. The subject is treated in humorous vein, but motor-car accidents do not strike us in that way, and we hardly see anything funny in an old woman being run over. The other illustration also looks on a grave incident in a light vein, for it represents two shipwrecked sailors adrift at sea, resting very happily on Clincher tyres, a ship in the offing suggesting that help is at hand. The underline reads "Clincher Tyres: Never Let You Down." The introduction of humour in this case seems to us legitimate by reason of the indication that

The Sagacious Spider

When Mark Twain, in his early days, was editor of a Missouri paper, a superstitious subscriber wrote to him saying that he had found a spider in his paper, and asking him whether that was a sign of good or bad luck.

The humorist printed the following answer :



"Old Subscriber : Finding a spider in your paper was neither good luck nor bad luck for you. The spider was merely looking over our paper to see which merchant was not advertising, so that he could go to that store, spin his web across the door, and lead a life of undisturbed peace ever afterward."



Truth is often written in jest, and this Mark Twain story carries a moral which you can take to heart—

But remember, advertising is a science—an expense if done badly—and investment if done well.



SIVITER SMITH SERVICE
Siviter House, Birmingham.
London : 10, Lincoln Inn-Fields.
Ireland : 19 King's Court, Wellington
Place, Belfast.

help is at hand and that the mariners take their misfortune cheerily.

MR. ERNEST LIGHT, advertisement writer and designer, Warrington, forwards us a page advertisement he has prepared for Messrs. Dutton, drapers, of that town. It relates to the January sales and presents a distinctly attractive appearance. The centre of the page is devoted to prices and round the border are smartly drawn illustrations, effective use being made of a black and white chequer background. The space devoted to portraying the rising sun of 1918 might, we think, have been more profitably filled by a sketch of a bargain at the sale. Such sketch would have been decorative and at the same time have "cut ice." The picture of the rising sun is pretty only,

and not quite in keeping with the rest of the page.

MR. G. FRED TINSLEY, the Tinsley Advertising Service, Bolsover, Derbyshire, sends us an 8-page booklet he has prepared for Messrs. E. Woodhead & Sons, provision merchants, of Chesterfield. It concerns coffee and is entitled *My Life: By a Coffee Bean*. Measuring 3½ inches by 6 it is printed in coffee-brown on deep primrose paper. The booklet is unpretentious but useful, and its production shows commendable enterprise on the part of the firm for whom it was written. Mr. Tinsley also produced a brochure concerning tea, but that is being held back for the present on account of the scarcity and high price of the commodity. Just now it is wiser to transfer patronage as far as possible from tea to coffee.

CANVASSING IN WAR TIME

FROM A correspondent who describes himself as "A Harried Ad-Seeker" we have received the following:—

"The representative of a provincial paper has a hard task to perform in these strenuous days. Faced with innumerable difficulties and new situations, it is little short of marvellous that he has managed to do so well. Taking the average provincial town, his ground in pre-war days consisted almost entirely of retailers and local manufacturing firms who gave a moderate amount of scope; but now—well, now he finds a good quarter of that absolutely wiped off his 'probable' list. Butchers, grocers, bakers, motor firms, sweet shops are absolutely useless.

"Even if with persuasive tongue he secures an order, he knows that it will do his customer no good, but rather heap anxious inquirers on the doorstep whom the shopkeeper will have to turn empty away. Only 'commission hunters' would adopt this policy, and the man who has the interests of his paper and his customers at heart will leave these firms alone.

"And what of the remainder of his pre-war ground? Well, it is all a problem for him to work out, and a hard one, too. A small portion are still comparative certainties, such as shops which make special seasonal announcements, sales (rather few, by the way, now), and any

who wish to advertise owing to the new conditions or Government orders.

"Then comes the section which wants convincing. These are retailers who are still doing a reasonable amount of business, but who are chary of the future and the possibility of obtaining stocks to replace their present sales. On that point hinge most of the refusals experienced to-day. It is hard to answer, say, a draper who points to a line and remarks 'When I am sold out of that it is impossible to replace it.' Faced with falling stocks and little prospect of replacing them, a man thinks twice before pushing sales. Still, travellers can still do business, and good business, by keeping a close eye on conditions, making the most of opportunities, and by a knowledge of special local conditions.

"One bright spot has been found by many outdoor men. That is when he meets a firm who say 'Well, it's not a halfpenny good to us, but we'll go in just to keep up our friendship with your firm and not to break our good business relationship.' That makes a canvasser really happy.

"A curious feature of present-day advertising is to book an order and receive copy beseeching readers to stop away from the shop. Wine and spirit merchants did a lot of this before Christmas and found it very successful!"

The Sunday Times.

IT IS small wonder that the excellence of the editorial matter appearing from week to week in *The Sunday Times* should have been responsible for a considerable increase in the circulation of the paper, so that care has to be taken to keep within the limits prescribed by the Paper Commission. The authoritative articles by men who are acknowledged experts on the subjects on which they write have caused the paper to be eagerly looked to by those who want the best information on the questions of the day, and these articles have been widely quoted.

Alive, bright, well-informed and always

thoroughly-high class, *The Sunday Times* has won for itself an enviable position in the ranks of our leading papers and ensured for itself an *entrée* in the best quarters. It is this fact which makes it such a popular medium for advertisers who want to reach a well-to-do and cultivated public. A glance through the pages of the paper now, as at any time for years past, proves that this is the case.

It should always be remembered, too, that *The Sunday Times* has not been advanced in price, but can still be bought for a penny. In passing we would like to offer congratulations to our contemporary on the successful manner in which it has conducted its own advertising.

The Craft of the Photo Engraver



THE Photo Engraver in either Line or Half-tone is one of two things—a workman or a craftsman. Often he is a workman and receives a workman's wages on the old misguided policy of "good enough." But with us "good enough" is not good at all, it is bad—too bad to

find its place in the Craske Better Block Service.

Our Engravers are craftsmen skilled in the task of getting the best out of the best materials, and are never satisfied with "good enough."

Getting over difficulties in printing on inferior paper, getting all the qualities in the original into the printing on better papers—this is what Craske's Better Blocks achieve.

PHONE
for

Mr Craske
Holborn 2529

and make an appointment for him to call.

The more difficult the task the more anxious we are to master it.

Nothing is too small to interest us if it interests you.

Alfred · Craske & Co
PHOTO ENGRAVERS
at 5, East Harding St.
FETTER · LANE · E.C.4.

DISTRIBUTING FILMS



A Chat with Mr. H. W. GLOCKLER



MR. H. W. GLOCKLER

THE CINEMA business has proved a great attraction to advertising men, but we believe that the distinction for an advertising man of rising to the position of general manager of one of the most important houses in the trade belongs solely to Mr. H. W. Glockler.

Mr. Glockler became the general manager of Film Booking Offices, Ltd., when that business was formed to take over the distribution of the famous Essanay and M.P. Sales films, together with those of several other makers.

Our contemporary, *The Kinematograph Weekly*, recently interviewed Mr. Glockler with a view to finding out how the difficult task of welding several organisations into one harmonious whole had been accomplished.

Mr. Glockler said: "The amalgamation of the distributing organisation of two leading firms was but half of our task. In short, Film Booking Offices had to provide for the distribution of practically four times the quantity put out by any one renting firm. First the London and then the provincial offices had to

be reorganised, and this has been successfully done. Our first care is always for the exhibitor, and in this direction our plans are already working smoothly. One method by which the efforts of our salesmen are stimulated is a prize scheme. Marks are awarded for various points, including general efficiency. In order that every member of the selling staff should be on equal terms, a definite quota of expected business is fixed for his territory. When the percentage of selling cost shows a fair residue against business obtained that residue is placed in a prize fund and cash awards are made periodically.

"A distinct feature of 'F. B. O.' activities has been the many excellent advertising ideas put out to create patrons for their exhibitor customers. At the moment of writing the 'Jimmie Dale' serial is being advertised by an ingenious competition, in which *Answers* is offering cash prizes to the value of £250, 'F. B. O.' supplementing this with awards to the value of £750."

Mr. Glockler has had a wide experience of advertising before becoming general manager of the Film Booking Offices, Ltd. While still in the early twenties he was assistant advertising manager of Messrs. Harrods and played a prominent part in the developing of such schemes as the china and pottery exhibition promoted by the big London stores. The Sports Exhibition adopted as an annual feature by Messrs. Harrods was another example of good advertising.

After leaving Messrs. Harrod, Mr. Glockler had charge of the advertising of Messrs. Woolland Bros., of Knightsbridge. In the film world he was identified with Ruffell's Publicity at the time that company completed their negotiations for distributing the Metro Corporation Pictures, a deal involving the expenditure of £120,000.

Since the outbreak of war Mr. Glockler was for some time attached to the Royal Naval Air Service, and just now his experience is being utilised by the Government Department of Information, where the whole of his working day is spent.

Mr. Glockler, who is still on the right side of thirty, has hosts of friends in both advertising and cinema circles, and from the manner in which he has tackled his various tasks in the past they look for big things from him in the future.

THE BOROUGH of Wolverhampton, through Messrs. Ed. J. Burrow & Co., has issued an "Official Handbook" setting forth the advantages of the town as "a manufacturing centre and a base for industries." The book has been turned out in very good style and contains a large number of advertisements. The

window of Messrs. Burrow's Information Bureau in Kingsway, London, is now being devoted to a pictorial representation of the town as part of the scheme to attract the notice of business men to the capacities and facilities of Wolverhampton as a works site.

A GOVERNMENT BAN ON BAD ADVERTISING



THE New Paper Order restricting the output of advertising circulars should have one good effect.

No longer able to depend to the same extent as formerly on the Booklet, the Circular and the follow-up letter, advertisers will realise, as never before, the salesmanship value of good copy, and the world of difference made by a little extra effort, a little extra thought, a little extra knowledge of the theory and practice of advertising.

CHARLES POOL & CO., LTD.

The Personal Service Agency with over 50 Years' Experience

180-181 FLEET ST., LONDON, E.C.4

Telephones :
City 1473-4.

Established 1864.
Geo. Murray, Managing Director.

Telegrams :
"Advexero, London."

BIG RESULTS £1,500 from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES :

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly result from the advertisement was **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately 1,500 Dictionaries at prices varying from 6s. 3d. to £1, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

ITEMS OF INTEREST

Mr. John Sheldon, head of the Bradford branch of Messrs. Sheldon's, Ltd., billposters, died last month, aged 70.

Mr. J. A. Stead, who as mentioned in our last issue has joined Messrs. Siviter Smith, has been presented with a tea and coffee service by his old colleagues on Messrs. Smith's Advertising Agency. The presentation was made by Mr. Philip Smith on behalf of the firm and the staff.

We regret to record the death of Mr. William S. Baker, for over thirty years London representative of *The British and Colonial Printer and Stationer*. His work was chiefly on the advertising side.

Mr. John Warburton, who was for nine years advertisement manager of *The Daily Graphic*, has been appointed advertisement manager of *The National News*, in succession to Mr. Herbert Owen, resigned.

London advertising men who knew Mr. H. B. Hicks when on the staff of this paper, prior to joining the Army, will be glad to hear that he is well and happy. He is still on the Western Front, where he has been for nearly three years. He writes us that he is now in a much "Better 'Ole" than he had last New Year. The earlier part of his time at the Front was spent in tunnelling mines, which were anything but pleasant "'Oles."

The second election of pensioners of the National Advertising Society was fixed to take place on December 31st, but there being only one candidate he was declared entitled to the pension. The third election will take place in April.

Two wills of interest to advertising men have been proved lately. One was that of Mr. Chas. J. D. Derry, founder of the drapery firm of Messrs. Derry & Toms, which was sworn at £96,860. The other was that of Sir Edward Evans, head of the firm of Messrs. Evans, Sons, Lescher and Webb, advertisers of Montserrat lime juice and other specialties. This will was proved at £85,341.

On New Year's Day the members of the Aldwych Club entertained five hundred wounded soldiers at the Connaught Rooms. It was a kindly act of thoughtfulness on the part of the advertising men and was greatly appreciated by the guests, who had a thoroughly good time. A number of gifted artists very kindly gave their services in amusing the soldiers by presenting an excellent programme of songs, music, and the like. Many presents were also provided by members of the Club and their friends, and a message of welcome was sent by the President, Viscount Northcliffe. Sir Hedley Le Bas spoke briefly to the guests, reminding them that he was himself an old soldier.

As it is possible that the new accommodation for the British Industries Fair (Glasgow), 1918, may not be entirely completed by February 25th, and as it is of great importance

that the British Industries Fairs in London and Glasgow should be held simultaneously, the Board of Trade have decided to postpone the opening of both Fairs for two weeks. Accordingly the period for which the British Industries Fairs in London and Glasgow will be open will be March 11th to March 22nd.

Mr. Robert J. Owen, of 53 Fleet Street, has been selected to act as London representative of *The Northampton Mercury* and *Northampton Daily Echo*. This appointment has been made by arrangement with *The North Mail*, for which paper Mr. Owen will continue to act. The vacancy which Mr. Owen was chosen to fill was created by the death of Mr. Richard Pawson, who had been an able and faithful representative of the two Northampton papers. Mr. Owen will also act for *The Rugby Observer*, the property of the same firm as that which owns *The Mercury* and *The Daily Echo*.

With a view to removing misconceptions which have arisen, the Ministry of Munitions states that no arbitrary rule has been formulated in reference to the advertising expenses of controlled establishments. In dealing with such establishments for the purpose of munitions levy, it has been the practice of the Ministry to make full allowance for advertising on a pre-war basis; and while it is possible that cases may arise in connection with contracts with the Ministry in which advertising charges would have to be more or less disregarded owing to the particular contract basis, such charges are in general treated as part of the legitimate establishment charges of the firm. All such cases are dealt with separately on their merits.

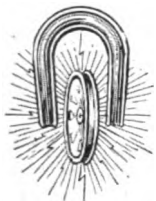
The advertisement department of *The News of the World* is now under the control of Mr. Charles A. Osborne, who has been associated with the paper for a considerable number of years. A splendid organiser and possessing great creative ability, Mr. Osborne should prove of real value to the proprietors of the paper. Many of the successful advertising "stunts" promoted by *The News of the World* within recent years were originated by him.

Speaking to an interviewer concerning the extremely satisfactory results of the National War Bond campaign for the week ending January 12th, Mr. G. A. Sutton, Director of Publicity of the War Savings Committee, said that among the factors at work was the increased activity of the advertising campaign, and the greater editorial support given to the question of war finance had undoubtedly stimulated public interest.

Messrs. C. A. Vandervell & Co. have issued, as an advertisement, a set of playing cards in a very neat and attractive leather case. They are designed for the use of travellers on long journeys, and being so well got up should prove a good means of publicity for the firm.

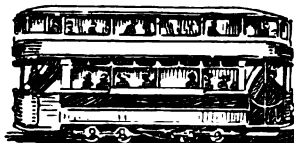
Memorandum

Make a note of this and mark it Urgent



On January 1st, 1918, the advertising rights on the cars of the Dudley, Stourbridge and District Electric Traction Co., Ltd., Birmingham District Power and Traction Co., Ltd., South Staffordshire Tramways (Lessee) Co., Ltd., and Wolverhampton District Electric Tramways, Ltd., operated by the Birmingham and Midland Joint Committee, pass under the sole control of the Advertising Committee of the British Electrical Federation, Ltd. Consequently all spaces are now open to advertisers from that date onward.

There are some 200 tram cars, which carry approximately 53,850,084 passengers annually. Immediate application should be made for special positions.



For particulars and terms write to:
THE ADVERTISING MANAGER,
The British Electrical Federation, Ltd.
1 KINGSWAY, LONDON, W.C.2



Permonise

your advertising display matter, showcards and perpetual calendars. Our Permonised note cases are artistic and per-

manent advertisements at a small cost.

We have many thousands of Coloured and Permonised Badges and Pictures (same size as panel) to offer at a low price per thousand. Many advertisers could find a use for them; they are the cheapest novelty on the market.

EXACT
SIZE

WRITE FOR
SAMPLES &
SPECIFY IF
BADGES OR
PICTURES ARE
REQUIRED

Address your letter to
STANLEY V. MACHIN

THE PERMO COMPANY

London Road, Beddington
Corner, Mitcham, Surrey

Telephone - - - - Mitcham 832

The 'Advertising World' War Bond Prize Scheme

We want to reach everyone capable of formulating good ideas for the sale of War Bonds in increasing quantities.

WILL readers please apply for copies to pass on to advertising friends.

FOR THE OFFICE

IN ADDITION to the calendars to which we referred in our last issue others have since been sent to us for notice and to these, too, we have pleasure in making reference.

The Observer calendar is designed for use on the walls of offices, and has been printed in such bold type that the dates can be read easily at considerable distance—a very wise arrangement. There is a page for every month and each page measures some fourteen inches square.

The Karrier calendar, issued from the works near Huddersfield, is of the “tear-off” variety, day by day. The stiff board on which it is mounted is utilised to show a Karrier car climbing a stiff gradient, on the power to do which the owners of the cars greatly pride themselves.

Messrs. Hazell, Watson & Viney's wall calendar is simple and effective in its black and gold. Specially important days—such as Easter Monday and Christmas Day—have their dates in white on a black background and can thus be quickly picked out.

From *The Daily Dispatch* and *The Manchester Evening Chronicle* we have also received calendars which will be very useful in offices. They will be sent to any advertisers who apply for them.

The Northern Echo forward us a pocket-book diary of an extremely simple and attractive

form, bound in gray suede, and with pockets. Its production by any business man on a call is calculated to confer distinction upon him. From the same office we have received also “*The Soldier's Own Diary*,” containing a great deal of information especially useful to soldiers. This was sent in the Christmas parcels to each of the 90 employes of *The Northern Echo* who have joined the Forces.

The Whitby Gazette send us a useful office calendar, with nice big dates.

The London General Omnibus Co.'s calendar is designed by illustration and letterpress to point out the danger of crossing the streets without carefully noting the approach of traffic. So the pictures consist of a series of illustrations representing people at the very moment when they are being knocked down by buses and trams. They seem to us rather gruesome, and anything but pleasant to have hanging before one all the year round.

The Sunday Times have chosen an excellent form for their calendar, as it is combined with a mirror, just the sort of thing a man likes to have on his desk that he may be sure his tie is straight before he goes out to pay a business call. With the ladies of a staff it will be even more popular.

We have also received a useful large sheet calendar from Messrs. Williams, Lea & Co., of Worship Street, E.C.

BUSINESS GOING OUT

The appeal to men to help in the shipyards, as part of the war work scheme, was prepared and placed by Messrs. Chas. F. Higham.

The advertising for Messrs. Levinstein of their British-made synthetic indigo was entrusted to Messrs. Hobson of Manchester. Big spaces were taken in a large number of papers.

Mr. John Hart, of Arundel Street, Strand, is undertaking the publicity work for “Kooks-joie,” a cooking range, advertised by the London Warming and Ventilating Co., 20 Newman Street, Oxford Street, W.

“Sotol” is being advertised by Messrs. Partridge & Love, of Bristol, on behalf of the Western Dental Manufacturing Co., 74 Wigmore Street, W.1. It is described as an antiseptic mouth and throat gargle.

The placing of the advertisements of the L.C.C. tramways, giving information to the public as to the facilities they offer, has been entrusted to Messrs. W. H. Smith & Son.

Barimar scientific welding is now being advertised by Messrs. Barimar, Ltd., 10, Poland Street, Oxford Street, W. Messrs. Black's Advertising Agency has been entrusted with the publicity.

Messrs. A. J. Van Raalte, Newmartine House, 59, St. Martin's Lane, London, have placed in the hands of Smith's Advertising Agency the publi-

city work for their Pharosi and Mangama cigarettes.

The advertisements of the Lyons Fair have been placed by Messrs. T. B. Browne.

Motor Necessities, Ltd., 47, Streatham Hill, S.W., have been placing the advertising of their “Joyride” rocking horse through Messrs. Thomas Dixon.

We regret that in our November issue the firm of Messrs. Chrstr. Thomas & Bros., Bristol, was erroneously described as Messrs. Chrisp, Thomas & Bros.

Messrs. Angus Watson & Co. are advertising a new brand of tinned fish which they have christened the “Jack Tar Tuna.”

Quite large spaces, double columns in some cases, were used by Messrs. J. W. Isherwood, of 4 Lloyd's Avenue, E.C., to advertise their system of shipbuilding. The advertisements were placed direct.

The National Party took a triple-column space in one of the London dailies recently to set forth their “War Policy” and to invite the public to enrol as members of the party.

Messrs. Hazel & Co., 4 Princes Street, Hanover Square, are placing on the market a lifebelt which bears their name. It was formerly known as the “Roward.” The advertising is in the hands of Messrs. J. W. Vickers.

NOTES ON MEDIA

THE steady increase in the cost of paper, with the certainty of further shortage, has compelled the proprietors of *The Daily News* at length to follow the example of the conductors of so many other journals and increase the price. This was done on January 7th and now the charge for *The Daily News* is once more a penny. The surprise is not that the change is made, but that it was not made long ago. The public has benefited at the expense of the proprietors, but the paper is so popular that it is not likely to lose more than a fraction of its vast sale.

"THE DAILY NEWS"

The Evening News has been advanced in price to one penny, the change coming into effect on January 14th. The paper will retain its present size and number of pages. There is now no halfpenny evening paper in London, a state of things which has not prevailed for many years.

"THE EVENING NEWS"

The Star now appears in a new form, the change having been effected at the close of last month. In place of the old familiar long columns there is produced a paper only seventeen inches long, and twelve inches wide, the actual length of the columns being fifteen and a half inches. There are five columns to the page. The number of pages varies according to circumstances. In its new form *The Star* presents an attractive appearance, and is certainly easy to handle, especially in crowded railway trains. On January 14th the price of *The Star* was advanced to a penny.

"THE STAR"

CONCLUSIVE proof of the steadily increasing popularity of *Punch* as an advertising medium is afforded by the fact that 1917 was the tenth consecutive year of notable growth in the volume of advertising. The booking-ahead system, cultivated by Mr. Roy Somerville through his persistent propaganda as to the value of *Punch*, has developed to such an extent that there was booked on January 1st enough advertising completely to fill thirty-five regular issues of the paper. This is a record of which Mr. Somerville has every reason to be proud.

"PUNCH"

MR. JOHN HART has republished in booklet form his own advertisements "advertising advertising" which have been appearing in the pages of *London Opinion* during the past four years or so.

"LONDON OPINION."

As our readers will recall, many recommend

the buying of advertised goods, and others give the guarantee of the paper for the genuineness of the goods in question. In issuing this booklet, which he entitles "Added to the Ad.—How *London Opinion* stands sponsor for its advertisers," Mr. Hart prints a foreword.

He says, among other things, "It has always been my contention that a publisher was under responsibilities both to his public and his advertisers. The proprietors of *London Opinion* have recognised these responsibilities: they have authorised me to refuse all questionable advertising of every kind, with the broad-minded idea that the public must be protected and that genuine advertisers would benefit considerably. That idea was logically the outcome of the bold and broad guarantee now printed in every issue of *London Opinion*. Folk ask if the guarantee has been expensive?

"In actual money the reply is No; in potential money *lost* by the refusal of advertising that could not be accepted under the guarantee, the amount would run to large figures. We call that a profit, not a loss; for not only have we satisfied the public and our advertisers but we have satisfied ourselves. We are able to stand at the bar of public opinion and conscientiously state that we have not only not helped, but in many instances prevented the fleecing of the public. We have made an honest endeavour to draw public attention to the value to *them* of advertising, of advertised goods."

THE annual review of shipbuilding, engineering and commerce produced by *The Glasgow Herald* at the close of last year was a very fine number, of which its publishers have every reason to be proud.

"THE GLASGOW HERALD"

The articles, written by well-informed men, covered a wide range, so that the supplement constituted an authoritative production of great value to all in the trade. Of special interest to advertising men was the article on "Trade Methods: The Value of Publicity," and we note with pleasure that a paper of such influence sees the wisdom of emphasising editorially the importance of advertising. The writer says—"The business men of Britain if they are to increase or even to retain their trade against the competition of other countries, must be alive to the requirements of the world's markets and must make their goods known in ways intelligible to the foreigner. . . . Our chances of success will depend largely on the extent to which we make known the merits of the goods we produce. America is years ahead of us in the art of publicity."

The supplement consisted of sixty pages, and of these 30½ were occupied by advertisements, many of them being full pages.

ON the last day of the Old Year *The Sheffield Daily Telegraph* produced its annual review

"THE SHEFFIELD
TELEGRAPH"

of the finance, industry, commerce, agriculture and shipping of the country and of Yorkshire in particular. It is pleasant to receive confirmation of assurances that the heads of the great industrial firms in Sheffield are making vigorous preparations for the development of trade after the war, when their hands are again free, and that the outlook is very encouraging. This special number runs to 28 pages—four columns of 16½ inches to the page—and carries a good show of advertising, which occupies about 13½ pages.

The Yorkshire Observer Annual Trade Review published on December 31st as a supplement

"THE YORKSHIRE
OBSERVER"

to the day's issue of the paper, was a very fine production. It consisted of 90 pages—four columns to the page, each column measuring 15½ inches—and the advertisements occupied no less than 40½ pages. This was a great tribute to the value of the supplement as an advertising medium, and the fullness and merit of the articles will ensure for the issue a wide circle of readers.

On January 4th *The Yorkshire Observer* produced a special "Tank" edition recording the events relating to the visit of the tank to Bradford for the selling of war bonds, with special articles describing the machines in action. The number, which consisted of sixteen pages, was freely illustrated.

THE price of *The Irish Independent* has been advanced from a halfpenny to a penny every day, instead of on Saturdays only. The reason for this is, of course, the rise in the price of paper coupled with other advances in the cost of production. *The Independent* has now, therefore, lost its unique position of being the only halfpenny daily paper in the country.

"THE IRISH
INDEPENDENT"

Blackwood's Magazine for December carried no less than forty-four pages of advertisements.

"BLACKWOOD'S
MAGAZINE"

Despite its hundred years' existence it will be agreed that "Maga" shows wonderful vitality as a medium for high-class publicity.

The Board of Trade Journal is now appearing in new form, the change having been effected

"THE BOARD OF
TRADE JOURNAL"

with the first issue of the new year, and the publication no longer presents the very "official" and dry-as-dust appearance which characterised it under the old dispensation. It now looks quite attractive. The whole style and size have been changed, and the pages now measure 8½ inches

by 13, bound up in a white cover. Instead of making the paper, as heretofore, a purely formal publication for official information, it has been decided to widen its scope by including articles dealing generally with all the activities of the Board of Trade, as well as those of the new joint department of the Foreign Office and the Board of Trade. To the paper's first issue in its new form Sir Albert Stanley, the President of the Board of Trade, contributed a "Foreword." In it he says: "The war has not only brought to the Board of Trade new responsibilities but has, in my opinion, emphasised the need of greatly enlarging and strengthening this Government Department and of adapting it to meet the larger demands which will in future be made upon it. . . . I hope that this publication will stimulate interest in our post-war problems."

The Journal is now edited by Mr. Harcourt Kitchin. After March 31st all trade advertisements will be excluded.

SOME time ago *Aeronautics* adopted a new feature in their advertisement pages by

"AERONAUTICS"

classifying them into sections or departments and as far as was practicable keeping the advertisers in alphabetical order. In the New Year Number Mr. J. P. H. Bewsher, the advertisement manager, says that this scheme of arrangement has been greatly appreciated, and that it is his intention to carry out the same idea this year. He advances the ingenious contention that by adopting this plan every position is "special." Advertisers in *Aeronautics* are evidently very pleased with the plan or with the results which the taking of space in the paper gives them, for in the issue under notice 95 pages out of a total of 144 were occupied by advertisements.

The Pelican, for the last twenty-eight years edited by Mr. Frank Boyd, has been sold to

"THE PELICAN."

Mr. C. F. Higham, who will edit it himself. Owing to the paper shortage it will appear as a monthly for the present at sixpence. Most of the features of the "little brown bird," as it is aptly named, will be retained, and many new ones added. The paper will no longer carry its "small" advertisements. Whether it will be characteristic of "C. F. H." remains to be seen—that it will be worthy of him there is no doubt. Good luck to him and his paper.

The Accrington Observer has compiled a Roll of Honour of local men who have fallen in

"THE ACCRINGTON
OBSERVER"

the war or have received distinction or promotion during 1917. The *Observer*, by the way, published about 1,000 portraits of local soldiers during the year just closed.

Mr. Chairman and Gentlemen!

SOCIETY OF MOTOR ADVERTISING MANAGERS

Art in Relation to Advertising

MR. E. E. REINHOLD presided at the meeting of the Society of Motor Advertising Managers which was held at the Aldwych Club on January 11th, when Mr. E. W. Delacour read a paper on "Art in Relation to Advertising."

In opening the meeting the Chairman congratulated two of their members—Mr. Woollard and Mr. Isley—on having been made Members of the Order of the British Empire.

Having remarked in passing that advertising should be mostly serious, with an occasional lapse into humour, Mr. Delacour went on to say that modern advertising found in the pictorial presentation of things or ideas a potent means of conveying its message. A picture followed step by step the lines of purpose prescribed for an advertisement—that is to say, it attracted attention, aroused interest, conveyed information and created an impression or desire. Its unique value was its appeal to the imagination, its power of conveying abstract ideas which a wealth of words would often fail to portray. There were, he thought, great advertising possibilities in cinema films and in stereoscopic photography.

Mr. Delacour proceeded to describe some of the various processes of reproduction of illustrations for advertising work, observing that in his opinion the three and four colour printing of British printers was unrivalled by the production of any other country. The reproduction of a water-colour painting by the off-set process he considered to be the nearest approach to perfect facsimile possible to printing. The advertisement manager must be

constantly buying drawings, photographs and paintings, and it was therefore essential that he should not only be acquainted with the technical processes for their reproduction, but that he should also be a critic of original artwork for two reasons. First, he would know the real value of the work he was buying, and, secondly, he would select work of real worth. His claim to be a critic should have some substantial foundation: if possible, of art study or art practice. He thought there was possibly more intemperance in the use of colour than there was in drink. It was essential to have good work where the advertisement was addressed to the cultured classes, and that could not be gauged only by the price paid for it.

Illustrations in advertisements had a practical sales value. The car they were selling could be shown not merely as an inert vehicle, but in all the enjoyable associations of touring, or picnicking, or in the practical utilities of commerce. For those purposes a picture greatly excelled the power of the printed word. There was still room for increased recognition of the values of art which for its own beauty was presented by the advertiser and enjoyed by the public. It was in that direction, he thought, advertising would more increasingly make use of art in the future. The posters of the Underground Railway had given the people of London a new conception of the charms of the countryside and of the dignity and sombre beauty of London.

A discussion followed, and Mr. Delacour was thanked for his paper.

SALES MANAGERS' ASSOCIATION

The War Bond Advertising Campaign.

THE ABOVE association held one of their meetings at the Holborn Restaurant on Thursday, December 20th, with Mr. W. H. Wayne in the chair.

Mr. H. Holford Bottomley and Mr. Chas. Fredk. Higham, of the National War Savings Committee, addressed the meeting on "Record Salesmanship, the Biggest Selling Campaign in History."

Mr. Bottomley said the problems of advertising National War Bonds and War Saving Certificates became more elusive as one got nearer to them. Outside critics thought it was all so easy. He thought so himself when he was in that position, but his opinion changed when he got right into the matter. What was needed was a contribution of 10s. per week per head while the war lasted. The ordinary business man had been splendidly patriotic in the way he had done his best to finance the war.

In the "boom week" the Committee asked the advertisers to give as much of their space as they could—and the Committee got it, with very few exceptions. The amazing thing was that the few people who did not fall in with the idea were some of the very people who had brought about the attacks upon advertising, by advertising luxuries at a time when that should not be done. Many of the luxury trade advertisers gave their space, but not all. Mr. Bottomley also alluded to the remarkable success of the Tanks.

Mr. Chas. Fredk. Higham said he had been associated with all the appeals for money for financing the war loans. Mr. Bottomley and he were sales managers for the National War Savings Committee in making known the bonds which the committee had to sell. They submitted their proposals to the National War Savings Committee, and the majority of

those proposals had been carried out. The two of them prepared advertisements and found a great many people willing to assist by printing them in the form of circulars, etc., free of charge. The advertising scheme for War Savings Certificates was planned in July, and it was started in September. At the commencement the value of the advertisements was £600,000 per week, at the end of September it was over £1,000,000 per week, but the advertising cost was only one-twelfth of one per cent., instead of the usual average of 5 per cent.

In the middle of October Mr. Bottomley and he were given the advertising of National War Bonds. It was dealt with partly by itself, and partly in connection with war certificates. The previous week the sale of War Certificates was £1,500,000, while the sale of National War Bonds equalled £18,000,000 per week. The present cost of advertising War

Bonds and War Certificates was one-thirty-second of one per cent. The creators of the selling campaign were now selling more goods per week than anybody else in the world was doing by advertising. The more they advertised the cheaper they did it.

Mr. Higham paid a high tribute to the cordial co-operation which existed between himself and Mr. Bottomley, and Mr. Sutton. The idea of the Tank collecting scheme was due solely to Mr. Holford Bottomley.

Mr. W. B. Robertson remarked that Mr. C. F. Higham had the idea of the great boom advertising week, while Mr. Sutton was able to persuade the Government to adopt the idea of impressing "Buy National War Bonds Now" on all letters through the post.

Mr. A. J. Horn, Hon. Secretary of the Sales Managers' Association, proposed a vote of thanks to Mr. Bottomley and Mr. Higham.

COMPANY MEETINGS AND REPORTS

"The Lady's Pictorial."

Speaking at the annual meeting of the Lady's Pictorial and Sporting and Dramatic Publishing Co., Mr. G. J. Maddick, who presided, said the report and balance sheet did not make very pleasant reading, but the result was in no way due to any falling off in the popularity of the paper. The war had caused enormous increases in their expenditure.

The Argus Printing Co.

The report for the year ending October 31st, 1917, showed a net profit of £1,636 9s. 3d., which, with £2,595 13s. 2d. brought forward, made a total of £4,232 2s. 5d. The payment of a dividend at the rate of 2 per cent. was recommended, and £2,284 11s. 7d. carried forward, subject to the directors' remuneration.

Messrs. Walpole Brothers, Ltd.

Mr. E. H. Walpole presided at the 22nd ordinary general meeting of Messrs. Walpole Bros., Ltd., held at Dublin, on December 31st. The report stated that the profit balance for the year amounted to £15,466 11s., making

with £5,097 3s. 2d. brought forward, a total of £20,563 14s. 2d., after paying the preference dividend. Five per cent. per annum on the Ordinary shares was recommended, various sums placed to reserve and £4,563 14s. 2d. carried forward. The report was adopted. The chairman said that, generally speaking, the trade of the company and its allies had been wonderfully good. The turnover of the whole group had more than doubled in the last ten years.

The Amalgamated Press.

Speaking at the twenty-first annual meeting of the Amalgamated Press, Mr. G. A. Sutton said that since the beginning of the war 1,154 employes had joined the forces, and many had gained distinctions. The *Answers* Pensions Bureau, conducted by Mr. J. M. Hogg, M.P., had dealt with over 35,000 cases since October, 1916. The report showed the net profit for the year to have amounted to £324,900. The dividend on ordinary shares was 40 per cent., which had been maintained for thirteen consecutive years.

"Success"

A BOOKLET entitled *Success*, issued at the New Year by a big London firm to its employes, contains such excellent advice to workers on the spirit in which they should approach their duties that we make one or two quotations. Thus a wider circle may derive some lessons from it. The name of the firm and the writer we are asked not to mention. It is devised to stimulate a sympathetic and inquiring spirit in the minds of the employes for the great revolution which the new Education Bill and the extension of the franchise will in time produce—a revolution in the thought and life of a nation.

Referring to the effects of the Education Bill, the writer says that in four years from the date of its passing "we shall have a set of young men and women coming into business and into the life of the nation who will all have received a decent education, a good training in thinking

for themselves, and a sustained and systematic preparation for the particular work in life which they have elected to do. Side by side with this a new political activity will go on. The combined result of these two significant movements is one that is likely to provide a great advance in national stability. . . . We shall soon be living in an entirely new world, which will require not only development on the old basis, but further activities on a new scale altogether."

The London Time-Table and Red Rail-Guide is a most useful publication which has the advantage of giving a mass of information in a very convenient and easily accessible form. It is a curious thing, however, that the railway fares it quotes are those which were in force before the 50 per cent. increase in prices was effected. From an advertising man's point of view the full-page advertisements in colours are an interesting feature.

THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending December 22, 1917. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS (COLUMNS)

Date	Times (including supplements)	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1917	D. 14 1/2	C. 18 1/2	C. 10 1/2	C. 4 1/2	C. 1 1/2	C. 1 1/2	C. 1 1/2	C. 1 1/2	C. 1 1/2	C. 1 1/2
Nov. 23	D. 20 1/2	D. 18 1/2	D. 12 1/2	D. 8 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
24	D. 10 1/2	D. 16 1/2	D. 3 1/2	D. 4 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
25	D. 19 1/2	D. 29 1/2	D. 14 1/2	D. 11 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
26	D. 21 1/2	D. 25 1/2	D. 7 1/2	D. 10 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
27	D. 19 1/2	D. 24 1/2	D. 24 1/2	D. 9 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
28	D. 17 1/2	D. 16 1/2	D. 10 1/2	D. 8 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
29	D. 31 1/2	D. 17 1/2	D. 5 1/2	D. 17 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
30	D. 59 1/2	D. 17 1/2	D. 17 1/2	D. 7 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
Dec. 1	D. 18 1/2	D. 31 1/2	D. 5 1/2	D. 4 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
2	D. 18 1/2	D. 31 1/2	D. 14 1/2	D. 14 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
3	D. 65 1/2	D. 32 1/2	D. 10 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
4	D. 28 1/2	D. 17 1/2	D. 26 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
5	D. 26 1/2	D. 20 1/2	D. 15 1/2	D. 16 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
6	D. 42 1/2	D. 28 1/2	D. 13 1/2	D. 15 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
7	D. 26 1/2	D. 31 1/2	D. 20 1/2	D. 15 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
8	D. 10 1/2	D. 19 1/2	D. 25 1/2	D. 15 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
9	D. 17 1/2	D. 18 1/2	D. 31 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
10	D. 27 1/2	D. 17 1/2	D. 24 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
11	D. 17 1/2	D. 24 1/2	D. 11 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
12	D. 25 1/2	D. 29 1/2	D. 16 1/2	D. 12 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
13	D. 71 1/2	D. 30 1/2	D. 10 1/2	D. 14 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
14	D. 24 1/2	D. 20 1/2	D. 9 1/2	D. 10 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
15	D. 14 1/2	D. 12 1/2	D. 24 1/2	D. 14 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
16	D. 17 1/2	D. 32 1/2	D. 20 1/2	D. 11 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
17	D. 18 1/2	D. 17 1/2	D. 12 1/2	D. 11 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
18	D. 15 1/2	D. 22 1/2	D. 6 1/2	D. 14 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
19	D. 14 1/2	D. 22 1/2	D. 6 1/2	D. 15 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
20	D. 24 1/2	D. 21 1/2	D. 11 1/2	D. 13 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
21	D. 14 1/2	D. 22 1/2	D. 10 1/2	D. 10 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
22	D. 22 1/2	D. 11 1/2	D. 2 1/2	D. 12 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2	D. 1 1/2
Total ...	687 1/2	600 1/2	259	311	316 1/2	55 1/2	256 1/2	254 1/2	265 1/2	97 1/2

Width of Columns: Times, 2 1/2 ins.; Telegraph, 2 1/2 ins.; Graphic, 2 1/2 ins.; Mirror, 2 1/2 ins.; Daily News and Leader, 2 1/2 ins.; Express, 2 1/2 ins.; Chronicle, 2 1/2 ins.; Daily Sketch, 2 1/2 ins.; Lawrenson or Columns, 2 1/2 ins.; Telegraph, 2 1/2 ins.; Post, 2 1/2 ins.; Graphic, 1 1/2 ins.; Mail, 2 1/2 ins.; Mirror, 1 1/2 ins.; Daily News and Leader, 2 1/2 ins.; Express, 2 1/2 ins.; Chronicle, 2 1/2 ins.; Daily Sketch, 1 1/2 ins.

THE POPULAR MONTHLIES—DECEMBER

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
110½	68½	60½	47½	14½	34½	45½	49½	61½
<i>Connoisseur</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
72	42	22½	21½	40½	30½	26½	64½	20½

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'ld Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
	National Display	Local Display	Small*	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1917												
Nov. 23	4½	2½	8½	3½	21	19½	5	4	6	5	7	10
24	7½	19½	22	2½	14	15½	2½	15	22½	3½	7	5½
26	2½	3½	8½	3	25½	21½	6	6	3½	2	10½	7½
27	3	4½	8½	5½	12	12	8½	5½	9	6½	7	8
28	4	3½	8½	4½	21	20	7½	4½	5½	6	8	7
29	2½	4½	10½	14½	12½	8	6½	4½	7½	2½	8½	6½
30	5½	4½	8½	5	20½	18	6½	4½	5½	6½	8	9½
Dec. 1	6½	16½	20½	3	18	10½	1½	11½	23½	1½	8	6½
3	3	3½	9	10	21½	19½	7½	4½	5½	7	10½	7½
4	3½	4½	9	4½	16	16½	6½	7½	8½	7½	8½	8½
5	8½	4½	8½	5½	23½	20	6½	5½	4½	8½	11	5½
6	7½	3½	8½	7½	12½	9½	10½	4½	8½	9½	6½	5½
7	2½	5½	8½	4½	22½	21	3½	4½	7½	1½	9½	8½
8	8½	15½	20	3½	17½	10½	3½	15½	20	2½	9	5
10	4½	5½	10	5½	25½	20½	9½	4½	6	7½	14½	5½
11	6½	5½	8½	5	15½	12½	7½	10½	9	8½	7	8
12	7	4½	9½	4½	27	24	9	5	5½	12½	9½	6½
13	8	5	9½	12½	13½	12½	11	6½	7½	10	5½	6½
14	3½	10½	7½	4½	19½	17	4½	4½	5½	5	12	9½
15	8	19	17½	3½	17	16	6½	17½	1½	1½	9	5
17	3½	5½	9	5½	25½	22½	6½	5	4½	7	15	6½
18	3½	8½	8½	6	13½	9½	5	8½	7½	4	8½	7
19	6½	9½	8½	6½	21½	22½	4½	7	6	8½	12	5
20	3	6½	8	5½	11	9	5½	7	6½	2½	9	5
21	7	7½	7½	6½	16½	14½	4	8	4½	1½	10½	5½
22	6	18½	11½	4½	15	16	5	19½	12½	½	10½	5½
Total ...	135½	201½	274½	146½	479½	418	161	199½	230½	137½	242	176½

* Including Auctions. SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

PROVINCIAL NEWSPAPERS—(Halfpenny) (COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
1917.																								
Nov. 23	5 11 14	1 7 14	14 7 14	9 5 11	1 7 14	14 7 14	9 5 11	1 7 14	14 7 14	6 4 8	9 4 8	8 4 8	10 6 10	2 3 5	2 3 5	4 3 4	3 6 6	5 3 5	9 6 9	10 6 10	6 3 6	12 3 12	3 3 3	5 3 5
24	3 6 9	1 7 14	14 7 14	1 1 1	1 7 14	14 7 14	1 1 1	1 7 14	14 7 14	4 4 8	4 4 8	8 4 8	6 6 10	3 3 5	3 3 5	3 3 3	5 6 6	3 3 3	1 1 1	6 6 10	2 2 2	3 3 3	5 3 5	7 3 7
26	9 4 14	4 7 14	14 7 14	15 7 14	3 7 14	14 7 14	15 7 14	3 7 14	14 7 14	8 8 8	8 8 8	8 8 8	10 10 10	1 1 3	1 1 3	4 4 4	13 13 13	4 4 4	13 13 13	5 5 5	6 6 6	8 8 8	3 3 3	5 5 5
27	9 4 14	4 7 14	14 7 14	15 7 14	3 7 14	14 7 14	15 7 14	3 7 14	14 7 14	8 8 8	8 8 8	8 8 8	10 10 10	1 1 3	1 1 3	4 4 4	13 13 13	4 4 4	13 13 13	5 5 5	6 6 6	8 8 8	3 3 3	5 5 5
28	9 4 14	4 7 14	14 7 14	15 7 14	3 7 14	14 7 14	15 7 14	3 7 14	14 7 14	8 8 8	8 8 8	8 8 8	10 10 10	1 1 3	1 1 3	4 4 4	13 13 13	4 4 4	13 13 13	5 5 5	6 6 6	8 8 8	3 3 3	5 5 5
29	6 8 14	8 7 14	14 7 14	12 5 11	5 7 14	14 7 14	12 5 11	5 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	2 2 3	2 2 3	3 3 3	11 11 11	3 3 3	11 11 11	5 5 5	6 6 6	8 8 8	4 4 4	4 4 4
30	7 9 14	9 7 14	14 7 14	12 5 11	5 7 14	14 7 14	12 5 11	5 7 14	14 7 14	8 8 8	8 8 8	8 8 8	10 10 10	2 2 3	2 2 3	3 3 3	11 11 11	3 3 3	11 11 11	5 5 5	6 6 6	8 8 8	4 4 4	4 4 4
Dec. 1	1 1 1	1 7 14	14 7 14	2 2 2	2 7 14	14 7 14	2 2 2	2 7 14	14 7 14	3 3 6	3 3 6	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
2	5 8 15	8 7 14	14 7 14	4 4 4	4 7 14	14 7 14	4 4 4	4 7 14	14 7 14	6 6 8	6 6 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
3	5 8 15	8 7 14	14 7 14	4 4 4	4 7 14	14 7 14	4 4 4	4 7 14	14 7 14	6 6 8	6 6 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
4	12 4 14	4 7 14	14 7 14	5 5 5	5 7 14	14 7 14	5 5 5	5 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
5	9 4 14	4 7 14	14 7 14	5 5 5	5 7 14	14 7 14	5 5 5	5 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
6	8 6 12	6 7 14	14 7 14	5 5 5	5 7 14	14 7 14	5 5 5	5 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
7	6 11 13	11 7 14	14 7 14	10 10 10	10 7 14	14 7 14	10 10 10	10 7 14	14 7 14	6 6 6	6 6 6	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
8	1 1 1	1 7 14	14 7 14	2 2 2	2 7 14	14 7 14	2 2 2	2 7 14	14 7 14	3 3 3	3 3 3	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
10	4 7 14	7 7 14	14 7 14	4 4 4	4 7 14	14 7 14	4 4 4	4 7 14	14 7 14	5 5 5	5 5 5	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
11	11 11 11	6 14 14	14 7 14	11 11 11	6 14 14	14 7 14	11 11 11	6 14 14	14 7 14	5 5 5	5 5 5	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
12	8 6 15	6 14 14	14 7 14	12 12 12	6 14 14	14 7 14	12 12 12	6 14 14	14 7 14	5 5 5	5 5 5	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
13	12 6 14	6 14 14	14 7 14	12 12 12	6 14 14	14 7 14	12 12 12	6 14 14	14 7 14	5 5 5	5 5 5	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
14	6 11 13	11 7 14	14 7 14	10 10 10	10 7 14	14 7 14	10 10 10	10 7 14	14 7 14	6 6 6	6 6 6	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
15	11 11 11	11 7 14	14 7 14	5 5 5	5 7 14	14 7 14	5 5 5	5 7 14	14 7 14	3 3 3	3 3 3	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
17	7 8 12	8 7 14	14 7 14	4 4 4	4 7 14	14 7 14	4 4 4	4 7 14	14 7 14	3 3 3	3 3 3	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
18	4 4 13	4 7 14	14 7 14	3 3 3	3 7 14	14 7 14	3 3 3	3 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
19	4 4 13	4 7 14	14 7 14	3 3 3	3 7 14	14 7 14	3 3 3	3 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
20	4 4 13	4 7 14	14 7 14	3 3 3	3 7 14	14 7 14	3 3 3	3 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
21	4 4 13	4 7 14	14 7 14	3 3 3	3 7 14	14 7 14	3 3 3	3 7 14	14 7 14	7 7 8	7 7 8	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
22	1 1 1	1 7 14	14 7 14	2 2 2	2 7 14	14 7 14	2 2 2	2 7 14	14 7 14	3 3 3	3 3 3	8 8 8	10 10 10	3 3 3	3 3 3	4 4 4	14 14 14	4 4 4	14 14 14	6 6 6	7 7 7	9 9 9	5 5 5	5 5 5
Total...	160 154 334	154 334	130 130	173 320	320 130	130 130	145 211	211 212	212 269	59 65	144 337	98 138	234 87	170 119	129 129	170 119	129 129	170 119	129 129	170 119	129 129	170 119	129 129	170 119

Sizes of Columns.—Northern Echo, length 22 ins., width 24 ins. Sheffield Independent, length 23 ins., width 24 ins. North Eastern Daily Gazette, length 24 ins., width 24 ins. Daily Dispatch, length 23 ins., width 24 ins. Irish Independent, length 22 ins., width 24 ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22 ins., width 24 ins. Yorkshire Telegraph and Star, length front page, 21 ins.; inside, 23 ins., width 24 ins.

THE BRITISH MARKET

*A Guide and
Directory*

*for Overseas
Advertisers*



THE ADVERTISING
WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, London, W.C.

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverworld, London."

THE BIG CIRCULATIONS.



THE U.S.A. can furnish no parallel to the great daily circulations of what are generally known as the "National" British newspapers. The widely differing conditions of the two markets have effectually prevented the development of their Press advertising media—as newspapers and other periodicals must be regarded from our point of view—upon similar lines.

It is in the nature of things impossible for an American daily newspaper to "cover the country," and consequently it is among weeklies and monthlies that media possessing a nation-wide circulation can alone be found. In Great Britain the metropolitan daily lies under no governing disabilities of a geographical character when it attempts to make the whole country its circulation area: and as a matter of fact the leading daily newspapers published in London must by no means be regarded as belonging to the capital alone. In character and circulation alike they are national.

These dailies provide the American advertiser in the British market with a class of Press media with which he is altogether unfamiliar and which in consequence he may fail to estimate at its proper value.

To any one advertiser a newspaper circulation that is as widespread as it is huge must represent a publicity value much less than its actual sale figures would at a first glance suggest. A huge circulation is necessarily a very mixed circulation, and must include a greater or smaller proportion of readers who could by no possibility be made responsive to any given advertiser's proposition.

For this reason some advertisers are inclined to view the big circulations with disfavour. They note that space in these extensively circulated newspapers costs a great deal of money; and argue that the same amount of money could be spent to greater advantage in publications appealing to more restricted circles of readers that can offer the advertiser select constituencies of potential customers, all of whom he can fairly hope to interest.

That it pays "class" advertisers to present their claims in "popular" periodicals may, however, be asserted with full confidence. The number of those who do so continuously, year in and year out, is in itself tolerably conclusive proof that specialist advertisers can appeal through the big circulations to the general public with profit to themselves. The astute modern advertiser does not for long continue to support a medium without being well assured that it is securing tangible "results" for him.

The explanation of the matter lies in the fact—perfectly plain though frequently overlooked—that cost of space in the big circulations is really extremely small. The figure quoted may appear large in itself; but reduced to a per-thousand rate it is beyond all comparison lower than that charged by any publication appealing to a comparatively small and select section of the community.

We shall not mention particular publications—we could hardly do so without embarking upon an infinity of comparisons and explanations—but as a general rule may state that few of the big circulations charge more than thirty-five per cent. of the price for their space that is charged by the majority of "class" periodicals, —even if the size of the page be kept out of account—and that many are even more moderate in their demands.

There are not many publications devoted to special interests which charge less than £1 per thousand of circulation for advertisement space. Many charge more, and are quite justified in doing so. The big circulations are normally content with a figure averaging something like 7s. 6d. per thousand.

It is thus possible for the advertiser who can only address a limited class of readers with profit, to do so as economically in the general as in the specialised Press. What to him must be accounted waste circulation is discounted at the outset.

Even with only a small constituency able to support him the "class" advertiser may in such case look for a fair return from his advertising in journals and other periodicals of great but indiscriminate circulation; and, of course, the larger the field which he can cultivate with effect the more attractive is the prospect opened to him.

The United States
and
The United Kingdom

are daily becoming more closely united by the increasing intercourse of their peoples. The friendships which are being forged in the great furnace of war will have a salutary effect on the future business relationships of the two great English-speaking races.

Already an immense chain of business houses are linking the resources of the two countries for the common needs of the Military, and looking forward to the days of peaceful industrial development.

THE DAILY MAIL

will prove to manufacturers desirous of instituting branches in the United Kingdom a powerful factor to success.

Its influence is of a thoroughly national character and is the premier power in any advertising campaign in the British Isles.

CARMELITE HOUSE,

LONDON, E.C.

Logos and brand names in the border include: His Master's Voice, Goodrich Tyres, Steward, Williams' Shaving Soap, Quaker Oats, Waterman's Ideal Fountain Pen, Wrigley's Spearmint Perfect Gum, Cincinnati, Remington Typewriter Co., O-Gear Mop, Royal Worcester, Ingersoll, Kodak, Gillette, and Overland.

There is another value attached to advertising in the big circulations which to many advertisers is of the very highest importance. The influence, direct and indirect, of publications which can command many hundreds of thousands of eager and enthusiastic readers is enormous. They provide the advertiser with a means of "cutting a figure" in the public eye and making an impression upon the public mind such as he could not easily secure without their aid. Incidentally they enable him to impress the retailer; and in this their power has over and over again been demonstrated to be of the very first importance to the new advertiser, who often finds in the opening up of adequate channels of distribution the most difficult problem placed before him for solution.

Information can be conveyed to the retailer through the British "trade" Press, which it would be exceedingly unwise for any advertiser introducing himself to the market to ignore; but to impress the retailer with a proper sense of the importance and real weight of his proposition the advertiser must associate himself with the big things of publicity—the Dreadnoughts of the British journalistic fleet. By doing so he makes it at once clear that he is likely to be a factor to be reckoned with; and is graded and respected accordingly.

Included among the big national circulations, in addition to some half-a-dozen dailies published in London, are a similar number of what one should rather describe as week-end than Sunday newspapers, and one or two weekly periodicals of a more general character.

All these newspapers and periodicals—with the exception of two that have come into existence since 1914—were rapidly increasing in popularity and influence before the war, and the effect of wartime conditions upon them has only been to accelerate the speed of their advance. Nearly all stand to-day not only with greatly enlarged circulations, although their sale in many cases has been deliberately limited; but with such enhanced reputations as will certainly enable them to retain the positions they have gained when the world is once more at peace. Their comparative value to the advertiser is not in the least likely to diminish in any future at present visible; on the contrary, it can hardly help becoming greater.

The combined circulations of twelve of these publications is well in excess of fourteen million copies per issue, and there is not a corner of Great Britain, however out-of-the-way, to which one or more of them do not penetrate. At the all-round rate of 7s. 6d. per thousand of circulation a full-page announcement—assuming the space to be available—could be secured. Full-page advertisements are, however, comparatively rare in such publications, and it will be more useful for us to note that a quarter-page announcement would give the advertiser a very prominent display at a cost of certainly no more than 2s. per thousand, which in the cases of all but a very limited number of advertisers must represent a most attractive publicity offer even when a high percentage of circulation has been written off as necessarily sterile.

The imposing prices quoted by the big circulations for their advertisement space should not therefore lead the advertiser to regard them as too expensive for general use. In relation to the assured publicity value they give in exchange for the advertiser's expenditure no class of advertising medium can present a more economical proposition.

WHAT AMERICAN ADVERTISERS SAY ABOUT THE ERWOOD AGENCY

YET ANOTHER LETTER.

The series of letters which are being published month after month from American Firms whose advertising appropriations represent no mean figure, praising the Erwood Agency, should interest all advertisers seeking High-Class, Result-Pulling, and Novel Advertising Service.

ORLEX MANUFACTURING CO.,
101 Beekman Street, NEW YORK

August 27th, 1917.

To the American Advertiser:

The advertising of our preparation in Great Britain and Colonies is being handled exclusively by W. L. Erwood, Ltd., of 30 Fleet Street, London, E.C.

We are more than pleased with the way in which our interests are being looked after by this Company, and appreciate it all the more highly during war time, when we cannot make personal visits to our London Branch.

At a time like this when international business must be left, to a great extent, to man-to-man honesty, it is indeed satisfactory to know that our appropriation is in the hands of this Company.

We are sure our appropriation is handled in such a way as to bring us the greatest returns, irrespective of any personal gain to W. L. Erwood, Ltd., and we unhesitatingly recommend them to American Advertisers.

Yours very truly,

ORLEX MFG. CO.,
Per F. A. Gray, Pres.

If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director.

W. L. ERWOOD, LIMITED, ESTD. 1890.

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193.

Telegrams and Cablegrams: "Banningad, Fleet, London."

January, 1918

TIME TO LOOK ROUND

Being by the way some extracts from a conversation
with Mr. Louis M. Porter, Managing Director of the
Bush Terminal Co.

THE CHIEF matter of the conversation from which the following extracts are taken was the Bush Terminal Co., its origins and development in the U.S.A. and the contemplated extension of its varied activities as applied to international commerce. This matter will be published for the benefit of our British readers in the issue of THE ADVERTISING WORLD next following. American readers will not need to be told what the Bush Terminal service is and how it can be useful to them.

In the course of giving us the information of which we were primarily in search, Mr. Porter made a number of digressions and excursions from his main subject, not without interest in themselves and likely to contain a useful hint or two for those American manufacturers and merchants who at this time are particularly interested in the nature and possibilities of the British market. These we duly record.

Mr. Porter's present business in this country is first to establish the identity and responsibility of the Bush Terminal Company, and to develop an appreciation of its various functions of usefulness in the commercial world, particularly as applied to British industries. Mr. Porter has been studying British commercial conditions and col-

lecting such information as will enable a just judgment of the existing situation and the possibilities of the immediate future, and generally to ascertain what prospect there is of the Bush

Terminal Company being welcome and useful on this side of the Atlantic.

With this objective he has interviewed a large number of the most able and influential men in a wide variety of industrial and commercial fields. He has journeyed from one end of Great Britain to the other, with eyes and ears receptive, and his general conclusions are therefore drawn from reliable data.

Touching upon the purpose and scope of his company, Mr. Porter stated: "The Bush Terminal Company is the result of a natural demand for economy in operation as applied to transportation, warehousing, manufacturing, distribution and selling, and typifies the economic advantages derived from co-operation. It has become an indispensable factor in the commercial activities at the Port of New York, and has grown and prospered only because its activities fit in with the whole scheme of modern commercial requirements. Possibly we are approaching the situation from an angle a little different from that usually followed. You see, we are not an American manufacturing enterprise

"Let the truth be known about your business. The only man who should not advertise is the one who has nothing to offer in the way of Service, or one who cannot make good."

ELBERT HUBBARD.

with a product to sell. The Bush Terminal Company is essentially a service organisation, and as such its activities are not competitive; on the contrary, it is our one desire to study British interests from a British standpoint, believing that the organisation and facilities of this company are such as to become an important factor in our future trade relations."

We reminded Mr. Porter that a great deal of interest had been aroused among industrial enterprises as to the policy and activities of his company in this country, and it might be that those on the other side of the water would be equally interested in knowing just what the foreign policy of the company would be.

Mr. Porter replied that it was a somewhat difficult matter to state what a policy would be under such strenuous times as we are now passing through. He added, however, that it was the purpose of the company to extend its activities until they have become international. He believes that the underlying economic principle of the Bush Terminal Service can be applied in this country as well as at home, and hopes, when conditions may permit, to carry out the same undertaking in London as expressed in the Bush Terminal International Exhibit Building which has just been opened in New York.

In the meantime he has discovered that there is a demand among British merchants and manufacturers for responsible representation on the other side, qualified to act as buyer and shipper for those importing from the American market. The facilities of the Bush Terminal Company seem peculiarly to lend themselves to this work, and it is Mr. Porter's opinion that this department of his company's business will develop very rapidly after the war.

"My impression is, most emphatically, that the British market is likely to be more and not less important in the future than in the past," Mr. Porter told us. "The war has enforced upon Great Britain such an equipment of her leading industries as she never possessed before. This equipment has, it is true, been gotten together for the one purpose of supplying military re-

January, 1918



TO everyone and especially to those advertisers who have cheerfully and patiently rearranged their plans when paper shortage has caused us to call to them for help, we send

GREETINGS

:: for 1918 ::

JOHN BULL

93, LONG ACRE, LONDON, W.C.2.

quirements, and for the time being is fully occupied with that purpose. But there is very little of it that is essentially of so highly specialised a character that it cannot easily be adapted to meet peace-time demands. The end of the war will find British manufacturers in all principal industries with a tremendously increased production capacity, as far as material resources are concerned; nor do I imagine that lack of capital will seriously hamper their operations.

"More probably there will be graver difficulties in relation to labour, but there is no need to anticipate that these will be insurmountable; and it must be borne in mind that it is not Great Britain alone that will be affected by them.

"In addition to their improved material equipment British manufacturers will, I think, in the time to come bring a new spirit of enterprise and co-operation to bear upon their operations. I say this because I have heard a great deal in the past of the unreceptive and self-centred attitude of British business men, and have found practically nothing of it since I came into close contact with them.

"Everywhere I have been in the centres of industrial and commercial activity in this country my reception has been a pleasant surprise to me.

"I had no difficulty in getting into touch with the men I most wanted to see; the information for which I asked was readily forthcoming in a fulness of detail far beyond my anticipations; and when I spoke of the organisation I represent and its work I soon found that I could count upon receptive and eagerly interested auditors.

VIII

"Of the Britisher's inaccessibility; of his resentment at any approach to intrusion upon the privacies of his business affairs; and of his instinctive hostility to new ideas—of which I had heard so much, and not a little from British sources—I scarcely found a trace.

"If it is a fact that this is because war-time shocks and experiences have changed the British business man's mental outlook and practice, then all I can say is that British activity in the markets of the world is going to set a somewhat 'hot' pace for competitors after the war is over.

"Now how does all this affect the American manufacturer or trader who is thinking of entering the British market? My own firm conviction is that it will be entirely favourable.

"He will probably to-day, and for all visible to-morrows, have to meet a competition from native manufacturers a great deal more alert and keen than he would have had to en-

counter before the great upheaval. But, on the other hand, he will have a market more open to him, a body of consumers, no matter of what class, more receptive towards a new proposition and less controlled by tradition and habit.

"And the facilities represented by a more open market will far outweigh the obstacles represented by the keener competition for trade in it. Every business man who is able to learn from experience knows that it is far easier to overcome the keenest competition on the part of rivals than apathy, inertia and prejudice on the part of consumers.

"The American manufacturer or

✱

**"Advertising is
costly; but an
outlay in brains
will save the
appropriation of
undue cash."**

✱

THOMAS ALEXANDER COOK.

merchant who has something in goods or service worth offering to the British consumer can now present his proposition with assurance that it will receive prompt and fair consideration.

"This brings me to another question which I have often heard discussed: 'Is there any feeling amongst Britishers against Americans as such?'

"There is not, I am sure, an atom of animus of a national character.

"Next to the Britisher's pride in his own Empire is his pride in the American republic. There have been sharp differences of opinion between the two Governments and there is often friction between British and American business men: but these have all been owing to removable misunderstandings on both sides.

"Such misunderstandings do not arise between folk who are intimately acquainted: and it is to British-American commercial intercourse that we must chiefly look for the increased knowledge of each other that will make any serious quarrel between them impossible.

"Every commercial link added to the trans-Atlantic chain is an added guarantee of that peaceful future towards which we are all looking.

"There is often an underlying suspicion of the American business man's proposition in a Britisher's mind. This is partly because the commercial representatives we have sent to the British market have sometimes not been models of integrity and much more frequently have not been object-lessons in tact.

"An idealism that loves to advertise itself; enthusiasm that is allowed expression without restraint; sentimentalism naked and unashamed; all these may be and are mixed up with a deal of solid and honest business in the U.S.A., are not considered unnatural and do nobody any harm.

"In Great Britain ideals, enthusiasm and emotion may be there, but the common decencies of commercial intercourse do not permit them to become more than vaguely implied among business men meeting to further business ends.

"The American commercial representative, of whatever grade, who does
(continued on page XII.)

January, 1918



The Showman smiles
his greetings for 1918
to the fortunate holders
— of space in —

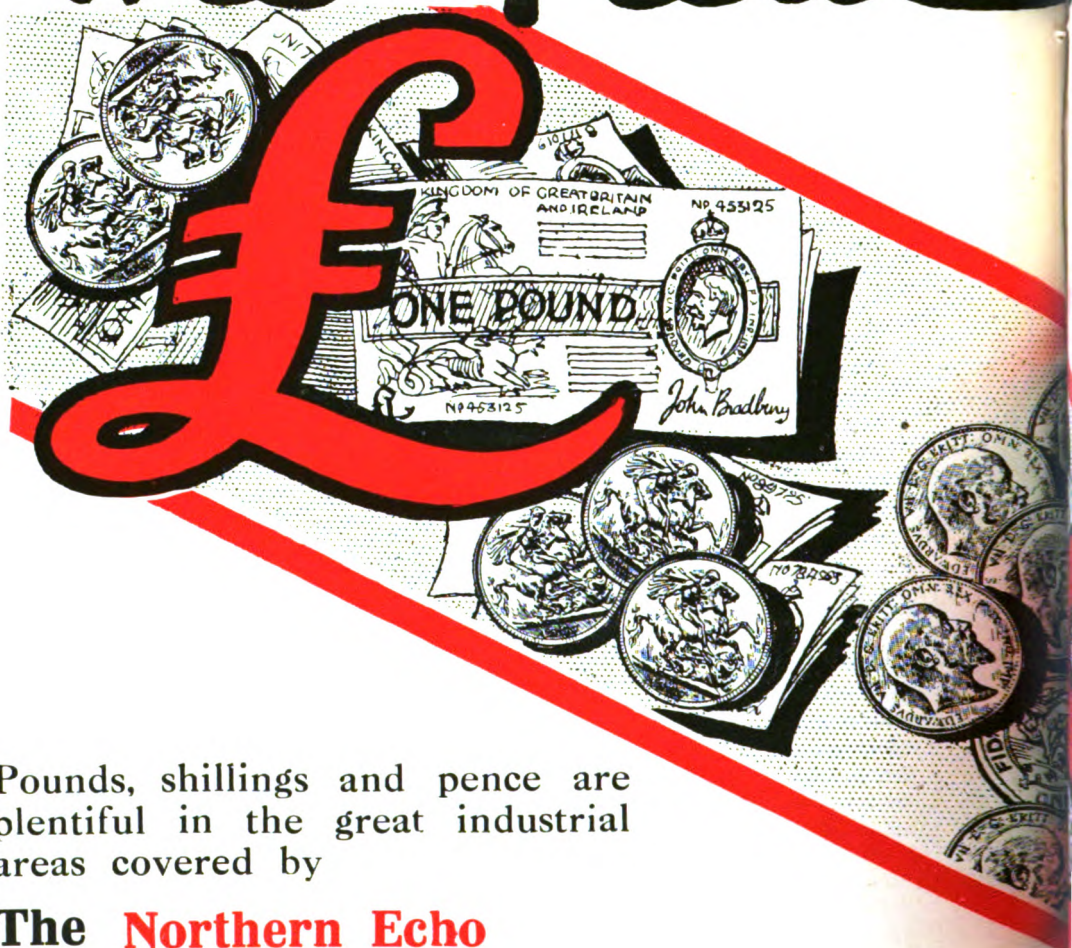
THE
PASSING
SHOW

and wishes them the
success their perspicacity
deserves.

ODHAMS, LIMITED, 92 LONG ACRE,
LONDON, W.C.2

Digitized by Google 1X

The Great



Pounds, shillings and pence are plentiful in the great industrial areas covered by

The Northern Echo
The Sheffield Independent and
The Birmingham Gazette.

All the mighty host of workers that give the **"BIG THREE"** their widespread circulation are making more money to-day than they ever made before and they are spending it freely. The "Big Three" provide you with the best of all available channels of connection. It will pay you to get into touch with them now.

est Three

The greatest three is
£ s. d. — that is reason
as well as rhyme. It is
what most people are in
business for; and it is
what the Big Three Journals
can show their advertisers.



London Office:
17, BOUVERIE ST.,
E.C. 4.

'Phone: 5107 City.

not bear this in mind is just asking for the chilliest of rebuffs and will receive them. Whatever may be behind his arguments they will be treated as windy bluff, as typical American 'hot air.'

"While there is even the faintest suspicion that this sort of expanded eloquence has anything peculiarly American about it, American business men out of their own country in particular should avoid it as though it were a pestilence.

"I am often asked whether it is not as yet too early for Americans proposing to do business in Great Britain to commence operations. Would it not be better to wait until the end of the war has come or is at least plainly in sight?

"The most powerful answer is, I suppose, the fact that I am here now. I soon found that my main purpose here—to see what opening, if any, there might be for the Bush Terminal service in this country—was, in fact, being much better fulfilled owing to my inability to make the speedy progress in it I had at first hoped for.

"Had war-time conditions not prevented, I should certainly have put at least part of our plans into material shape long before I had amassed the amount of information I at present possess. The result could hardly have been so wind and weather-proof a structure as that I am now in process of planning. You see, I have now found out with some approach to completeness exactly what are the strains and stresses for which provision should be made.

"The delay imposed upon me meant more time spent than I originally bargained for; but it will mean both time and money saved in the long run.

"Being compelled to take additional time to look round was a very good thing for me and for the Bush Terminal.

"I strongly advise others interested in the British market to give themselves the same advantage. There is time to look round, at present. When peace comes—and it will come suddenly—the call will be for swift action, and this cannot be taken with profitable effect unless careful and thorough 'intelligence' work has preceded it."

• CONSUMERS WHO RESPOND

An American multiple-shop merchant's experience of the purchasing public.

"OF COURSE, what the new man, merchant or advertiser, is up against more than anything else is settled tastes and fixed habits on the part of a large body of the purchasing public, and there are more fixed habits to be allowed for in Great Britain than in most places.

"My observation shows me that the well-to-do classes are comparatively free from these habits and those well towards the other end of the social scale. Middle-class men and women, above a certain age, *are* fixed habits. They buy certain goods and shop at certain places just because they have become accustomed to do so. Similar articles of better quality and lower price, a more convenient shopping centre with a greater assortment of goods and better service, will not tempt them from their allegiance to an established idea. This makes them the

finest customers in the world for those who have secured them, and the poorest prospects in the world for those who have not. It also explains why a lot of absolutely moribund British businesses take such an unconscionable time a-dying.

"The advertiser who sets out to obtain middle-class customers must catch them very young; before they have settled down into their grooves. Even then he will not have too easy a task, for young people often become infected with the habits of their elders before they are conscious of the danger of contagion.

"Still, an appeal to middle-class youth can be and often is made with success, and when such is the case the success is liable to last at least for a generation for the reason I have stated.

"The middle-class I have in mind

ADVERTISE

in the penny Sunday Newspaper
that carries the announcements of
discriminating Advertisers year in
and year out. It pays them and
it will pay you. Its rates are
reasonable and its space limited.

THE Sunday Times

The Pre-eminent Sunday Newspaper

It is famous for its News Service and
its special articles. It is an enjoyable,
clean, virile Sunday paper for those
who desire the best of everything.

YOUR AGENT
will give you full particulars

**Start advertising in The
Sunday Times next Sunday**

is a pretty extensive affair, ranging from the quite poorly paid clerks and other office "assistants" up to business and professional men of considerable incomes. It is really one class, however, for there is a steady stream of individuals always rising from its lower to its higher strata, on the one hand, and a corresponding descent on the other. And the true middle-class worker seldom rises or falls beyond the limits I have indicated. They are all very respectable, but they don't hate wickedness as they hate change.

"The well-to-do are always in search of change. They love a novelty because it is a novelty. Consequently they provide the new advertiser with an easy mark. It is more difficult to keep them after they have been attracted the first time. They usually care little about quality or value in the goods so long as they are 'something different.' The best way of securing them is to convince them that the goods possess a distinguished individuality such as renders them suitable only to the elect among consumers. One way to do this is by

showing them plainly that only the elect could afford to pay the price asked.

"The other great body of purchasers that is always open to the argument of the advertiser and the persuasion of the merchant includes, generally speaking, the whole hierarchy of manual workers.

"Some of these, with, of course, their womenfolk, are forced to look for the best value at the lowest price by financial considerations of the most pressing description. They dare not let habit or convention restrict their field of choice. Convince them that you have what they want at the price they can pay, and they will come to you. The well-paid artisan and his wife represent a class of purchaser that the advertiser should be thankful for. They are approachable by a good proposition, and satisfaction being given, will not desert the advertiser who has presented it simply for the sake of change. They demand a square deal and appreciate it."

THE GRAPHIC:—

is a privileged guest in all the "best" circles of British Society, at home and abroad.

It can give advertisers of really high-class commodities the best of introductions to purchasers of financial ability.

RATE \$ 340 PER PAGE

GEORGE SPARKES
Director of Advertising
Talks House, Talkin St., London, E.C.4

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London, 1814

SALISBURY SQUARE, LONDON, E.C.4

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

¶ We invite correspondence from manufacturers who seek to take advantage of the present opportunities for Trade Expansion all over the World.

¶ Our organisation and practical experience of marketing and advertising branded products is of the most practical character, and is at the disposal of our clients.

¶ As Testimony of this fact read what the Manufacturers of the "Swan" Fountain Pen recently wrote :

Your wonderful record, more especially of the past quarter of a century, is an example of what may be attained by restless energy, foresight and enterprise, directed by unbounded optimism and determination, even in fields thought to be already well filled.

¶ Consultation and service in either London or Chicago is equally at the disposal of the manufacturer who seeks it.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors :

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

POPULARISING A PEN



How Waterman's Ideal Pen was introduced to the British Public—the story of an outstanding success of modern salesmanship and advertising.

"IT IS just about eighteen years ago that it was decided to place the 'Waterman' pen on the British market," THE ADVERTISING WORLD was informed.

"We were able to commence operations with the knowledge that the article we had to sell had no superior in its own class, and that it would advertise itself more and more effectively as it became more and more known.

"Our principal difficulty at the outset was to secure adequate distribution for our pen. Eighteen years ago the public generally had not been educated into regarding fountain pens as everyday necessities, and the retailer was not disposed to look upon the trade to be done in them as more than a side line of small importance.

"It was our first business to show

shopkeepers that fountain pens—'Waterman' pens in particular, of course—were worth serious attention as one of the most profitable lines they could carry. We were not content merely to offer them attractive terms, though it has always been an essential part of our policy to allow the retailer a fair profit, but also set out to teach them how to make the trade that we told them was to be done.

"In addition to our travellers—who were all trained pen salesmen—we sent out special salesmen who by arrangement with the retailers, conducted special pen salesmanship campaigns at one shop after another by way of practically demonstrating the soundness of our proposition. One of these salesmen would not only open a fountain

**ONE ORDER
ONE INVOICE
ONE CHEQUE**

enable the advertiser to do his Billposting on the most economical terms, with maximum efficiency, and a complete checking system to secure him full value for every penny that he spends.

That—and more—is what Service Billposting means. The rest will be gladly explained to enquirers by the parent house of the Billposting industry.

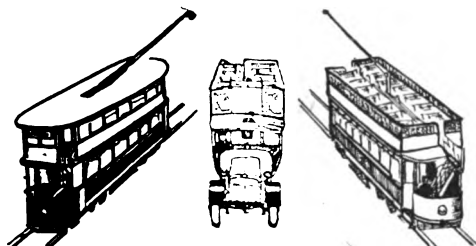
**WE COVER
THE KINGDOM**

Sheldons Ltd

**85-87 COOKRIDGE STREET,
LEEDS**



ALLIES



**WE HAVE ALLIES IN OUR SCHEME FOR
ADVERTISING
IN LONDON AND GREATER LONDON**

**WHERE THE BUSES DO NOT RUN
THE TRAMWAYS (STREET CARS) DO**

**THESE ALLIES OF OURS ARE
THE SOUTH METROPOLITAN ELECTRIC
THE LONDON UNITED; AND THE
METROPOLITAN ELECTRIC TRAMWAYS**

**THEY HAVE 700 CARS AND
120 MILES OF TRACK ON
WHICH TO WORK THEM**

**FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY, LIMITED.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER**



pen trade during the week or so he would spend at a certain shop, but he would also teach the shopkeeper and his assistants how to carry it on. There may not seem to be much special knowledge required for fountain pen salesmanship; but, as a matter of fact, a considerable amount of information is necessary. It is very much easier to sell a pen if one knows all about it, and it is most important to let purchasers know how to treat their pens properly. A large number of cases of dissatisfaction, when a really good pen is in question, are the result of its mis-handling by people who have not had impressed upon them the necessity of exercising a moderate amount of care in its use. Another fruitful cause of dissatisfaction is the ink that does not exactly suit.

"The intelligent salesman will be very careful to reduce these cases of dissatisfaction to a minimum; for if a satisfied purchaser is the best salesman possible, one who is not pleased is equally potent in sales prevention.

"As the undeniable logic of figures has proved, our peripatetic salesmen have been very powerful factors in building up the 'Waterman' business in this country. They undoubtedly had a great deal to do with our early success; and, though there is not quite the same plain call for their activities to-day, we still find it advisable to retain them as a most useful part of our selling organisation.

"From the beginning we made it our practice to assist shopkeepers by providing them with really attractive cases, etc., for the exhibition of our pens. A 'Waterman' case or fitment is always something that is a real ornament to a shop. This is one reason why we get everywhere such an excellent display for our goods.

"The size and style of the case or fitment are, naturally, determined by the amount of 'Waterman' stock carried by the retailer. We provide a wide range of designs, from small counter-cases holding but a dozen or two pens to elaborate shop fittings accommodating many gross. They cost a large amount of money, but we never consider that a thing is worth doing

other than thoroughly well if it is worth doing at all."

"We may mention that we used flat counter-cases, until we discovered that these were very liable to be made the resting-places of other items of stock. Since then we used sloping or upright cases only—and it is noticeable that, in this as in much else, most of our rivals have followed our example.

"At the beginning of our campaign, when we were endeavouring to gain the interest of the retail trade, we were to a certain extent hampered by the fact that the stationery and allied trades have no really powerful and representative organs in this country. We used the existing trade periodicals to some small extent, but had to rely upon our travellers, and the circular matter we sent out for the real introduction that we needed. Our circulars were all very simple and straightforward statements of a simple and straightforward business proposition. We have never been inclined towards indulging in too much eloquence.

"To the public we advertised mainly through the medium of a select list of magazines. The whole list is a very long one; it would not be worth while giving an actual list of the media.

"It will perhaps interest you to know also that we have used a considerable number of rather out-of-the-way periodicals. You will observe upon examination that in each case we went into those for a very definite purpose. We wanted to make a strong impression upon certain distinct sections of the purchasing public in addition to the general publicity we aimed at obtaining. The copy used will generally indicate pretty clearly what our intention was in these special 'class' advertisements; for we have always made a point of adapting our appeal to the particular constituency addressed.

"In the monthly magazines we have usually occupied full-page spaces, and for the most part have used half-pages, quarter-pages, and smaller spaces in other periodicals.

"Of recent years we have made a free use of the better-class dailies, both in London and the Provinces. At intervals we have had full-page displays in such

British and Oversea Markets

THE Dorland SPECIAL RESEARCH DEPARTMENT has investigated and reported for a large number of America's great corporations. It has embraced investigation on Market conditions and prospects—Competition—Margins of Profit, Importers, Jobbers and Distributors—Volume of Imports of similar goods over a period of years—Tariff Duty in the British Isles and Colonies—Distribution and Sales Methods—Suitable Agents or Distributors—Factory Sites—Suitable Centres—Power facilities—Transport—Patents and Trade-Marks, British and Colonial—Locality of Jobber's Market for similar goods—Suitability of Advertising or Catalogue Matter for British Market—New Openings through Suppression of Enemy Trade—Altered Conditions owing to the War—Necessary Advertising to operate the British Market as a whole, or progressively, territory by territory—Supplied maps with Territories marked, and Distributing Centres indicated.

CAN DORLAND ACT FOR YOU?

The Commodities represented by the firms already served range from Breakfast Foods to Automobiles—Tyres to Edible Oil—Hosiery to Office Equipment—Motor Accessories to Chemicals.

Following are three typical acknowledgments:

- 1 "We wish, first to congratulate you on your good fortune in having in your Organization a gentleman who could prepare a report of this character, and we wish to say that it is by far the most comprehensive and intelligent report of this kind that we have ever had from a foreign country, and consequently it greatly advances in our mind the standard and the probability of prospective business with your Company."
- 2 "We again want to express our appreciation of the high-grade work you have done and to compliment you, as we did not know the English agencies were on such a high level."
- 3 "We take this opportunity of congratulating you upon the thoroughness of the information you obtained as well as upon the very considerable skill displayed in obtaining it. The manner in obtaining this information has been most satisfactorily accomplished, and we quite appreciate the trouble to which you have been put in the matter."

We will gladly put you in touch with any of the American concerns we have served or copies of the reports sent may be seen at our New York Office. **YOU SHALL JUDGE THE VALUE OF OUR WORK.** Correspondence invited

THE DORLAND AGENCY

(Principal: G. W. KETTLE)

LTD.

16 Regent St., London, S.W.1, Eng.

366 Fifth Ave., New York

national newspapers as *The Daily Mail*, *Daily Chronicle*, *Daily News*, *The Dispatch*, etc., for we recognise that the newspaper full-page has come to be a sort of heavy gun necessary to the complete success of most modern newspaper campaigns; but in general we only use comparatively small spaces which, though every one contains 'selling' copy, may be considered as largely of a 'reminder' nature.

"The best period of the year for us is normally, as you might imagine, the Christmas present-giving season. At this time we make special advertising efforts in a very wide variety of media.

"Of posters, bills, showcards, catalogues, booklets, leaflets, folders, etc., we issue an enormous number. Some of our orders for the two or three items last mentioned run into half a million and more. These are issued for distribution by retailers, whose individual addresses are in many cases printed on them, for inclusion in store catalogues, price lists, etc. We use a great number of double-crown bills, but have only used a small number of large posters. Really large posters we have not used at all; considering that our proposition does not lend itself to this form of advertising.

"We are always ready to supply plenty of first-class material for special window displays, and in certain circumstances are prepared to co-operate financially—as well as supply blocks or stereos—with the retailer in a local

advertising campaign. In view, however, of our extensive general advertising, all of which benefits the retail trade, we usually consider that strictly local advertising is a thing for the retailer himself to undertake; being, of course, always willing to supply him with any material he may require.

"We do everything possible to make the purchaser of a 'Waterman' satisfied. One reason why we came to Kingsway was our desire to have a central establishment, not for the sale of the pen, but where anyone using a 'Waterman' might be able to have the widest choice of a suitable nib, and have any little trouble immediately rectified. It may interest you to know, by the way, that we keep an enormous stock of pens so that the trade may have their orders executed by return.

"The advertising that we do in the British Isles forms only a small part of our business here. We also control the advertising for the whole of Europe—with the exception of that in France, which is managed by our agent in Paris—British India, Australasia, South Africa, and, indeed, for the entire Eastern hemisphere, except China and Japan.

"All the copy for our overseas markets is written here, and most of the printing is done in this country. We could save money, maybe, by having much of it done abroad, but we could not be sure that advertising matter so produced would be up to the 'Waterman' standard."

(Republished from *THE ADVERTISING WORLD*, December, 1915).

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by *THE ADVERTISING WORLD Information Bureau*.

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

*The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.*

HOW WOULD YOU SELL NATIONAL WAR BONDS?

(A gilt-edged invitation to Advertising Men with ideas ;
whether new ideas or variations of old ones.)

The readers of *The Advertising World* are men and women with ideas. Otherwise they would not be engaged in a business that demands mental alertness more insistently than any other. Probably they have ideas, any number of them, which they consider could be adapted to the sale of National War Bonds with excellent effect. And it is quite likely that their ideas are sound and workable ; that they have come upon opportunities so far neglected and fields hitherto uncultivated.

More or less vaguely these ideas make themselves apparent on every hand. "What *they* ought to have done is so-and-so."—"Why don't *they* do thingumybob ?"—"When will *they* see what-you-may-call-it ?" One hears this sort of remark on every hand when the methods of "raising the wind" employed by the National War Savings Committee and its offshoots are in question.

Such remarks suggest what is undoubtedly the fact, that there are any number of brilliant ideas abroad which would be immensely effective in selling War Bonds on a hitherto unprecedented scale if only they could be brought into operation.

They do not know all about it—although it must be admitted that *they* are doing pretty well, considering—you and I and the rest of us could tell them a thing or two.

Then, let's !

Our ideas—yours and mine—are needed ; more, they are *wanted*. Those who are in charge of the War Bonds collecting organization and advertising campaign are not of the type of officials who are impervious to suggestions from outside : on the contrary, they are ready to give a warm welcome and the most friendly consideration to any proposal that may be laid before them, let it come whence it may.

We therefore ask our readers all over the country to send in to us any suggestions for selling War Bonds that they may have to offer. We shall be happy to submit any reasonable proposal to the National War Savings Committee—of course, in its contributor's name—and to secure for it immediate consideration.

Our readers will not ask any reward for performing a national service. The only adequate return for such, indeed, is the knowledge of having performed it.

Just by way of making a kind of "sporting event" of this collection of ideas from advertising men and women, we have decided, however, to make it a competition.

To the contributor of the idea which is adjudged to be soundest and most useful we shall be pleased to award a prize of

Ten Pounds (£10)

For the suggestion next in order of merit we offer a prize of

Five Pounds (£5)

and shall also provide five prizes of One Pound (£1) each for the best five of the remaining ideas put forward.

The more completely worked out the idea may be, the better ; but it is not necessary that it should be planned out in detail. If it is basically sound it will soon be put into a practicable shape.

There is no restriction or limitation at all with regard to the nature of the ideas or suggestions that may be presented in this competition. Anything calculated to have the effect of stimulating the sale of War Bonds, anywhere, anywhen or anyhow, will be strictly in order.

Competitors should, however, have some regard to the fact that a great deal of work is already being done ; and that little is to be gained by taking money out of one hand and putting it into the other.

Therefore we trust that our readers, in whatever department of the advertising business they may chance to be, will set their wits to work and bethink themselves to some purpose of untouched resources to which the National War Savings Committee may address itself, and new methods by which it may make its appeal more effective.

So will they act for the service of the State and for the honour and glory of the science, art, craft, profession or business of advertising.

The judgment of awards by the Editor of *The Advertising World* and his associated judges must be considered final.

Suggestions coming to hand at the Advertising World Office, Sardinia House, Kingsway, London, W.C.2, not later than first post Thursday, February 21, will be included in this competition. Those received later will be welcome but incompetent to participate in the prize scheme.

To Stimulate the Sale of War Bonds

Suggestions of every possible kind are invited. They may be related to:—

Press Advertising
Outdoor Advertising
Local Advertising
Cinema Advertising
Special "Stunts"
Collection Schemes
"Trade" Schemes
Personal
Propagandism
Utilization of
Existing
Organizations
Calling into Service
the Spirit of
Competition
&c., &c.

Ideas Wanted

No details as to the carrying out of any ideas or schemes are necessary, though they will be welcomed. The bare suggestion will be sufficient.

£20

Ten Pounds (£10) First Prize.
Five Pounds (£5) Second Prize.
Five Prizes of One Pound (£1) each.

*Competition closes Thursday, February 21st,
1918.*

Address "WAR BONDS COMPETITION,"
The Advertising World,
Sardinia House, Kingsway, W.C. 2.

The ADVERTISING WORLD

FEB. 1918

PRICE 1/-

MORE CONFIDENCE AND CONCENTRATION IN "PUNCH."

ONE advertiser who spent £1,680 in "PUNCH" during 1917 had booked ahead for 1918 on January 1st £3,020 worth of space.

Another advertiser who spent £37.10/- in "PUNCH" during 1917 had booked ahead for 1918 on January 1st £650 worth of space.

There are many other such cases, but these two will serve to illustrate the marvellous growth of *Confidence* in "PUNCH" on the part of advertisers of high-class goods and service who have *actually tested* its value and have decided to *Concentrate* the greater part of their advertising expenditure in "PUNCH."



ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard
London
E.C.4



Further restrictions on the consumption of paper will operate after the end of this month, and the space available for advertising in the "Northern Daily Telegraph" will inevitably be curtailed.

An alternative to the "first come first served" policy of allocating space would be to set up a maximum space limit for all advertisements, whereby a larger number of advertisers would be accommodated in each issue.

For the present, short advance orders for space in the "Telegraph" are being booked.

Head Office
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*“Anyone can make
a Line Block !”*

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Almost any sort of work will make a line block that will *print*, but only the best work of the best craftsmen will produce line blocks which will print well on soft spongy papers.

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This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

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In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

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The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM AN AMERICAN AGENCY.

We should esteem it a favour if you would let us know what you consider the five dominating English weekly and monthly magazines.

FROM A GOVERNMENT CLOTHING CONTRACTOR.

We want a book with information in connection with the carrying on of our business. We want particulars regarding the percentage we should spend on advertising and the percentage we should allow for salaries. We would thank you if you could supply this needed information.

FROM A FIRM OF MERCHANTS.

We are shortly placing on the market a new article of food. Will you recommend a good man or firm to design cartoons, etc.?

FROM A NATIONAL ADVERTISER.

We desire a really good up-to-date design for letter heading of real artistic quality. Can you recommend a studio capable of supplying this?

FROM A RUSSIAN SUBSCRIBER.

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FROM A LEADING CLOTHING MANUFACTURER.

Would you kindly let us know what would be considered a reasonable percentage on sales for advertising in a Gentlemen's Tailoring Business with multiple shops or similar trades?

FROM A CLOTHING MANUFACTURER.

We are about to begin a Trade Press Advertising Campaign in connection with our purely wholesale and shipping section of our business. We shall specialise mostly in tailor-made costumes and coats. We should be thankful if you could mention a suitable advertising agency to run this campaign for us. We would prefer talent with experience in the ladies' tailoring trade.

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required by large Advertising Agency. Must have had experience and be capable of Editing a house Organ. A good salary and excellent prospects are offered to the right man. Apply, stating experience and full particulars to Box "Copy," THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C.2.

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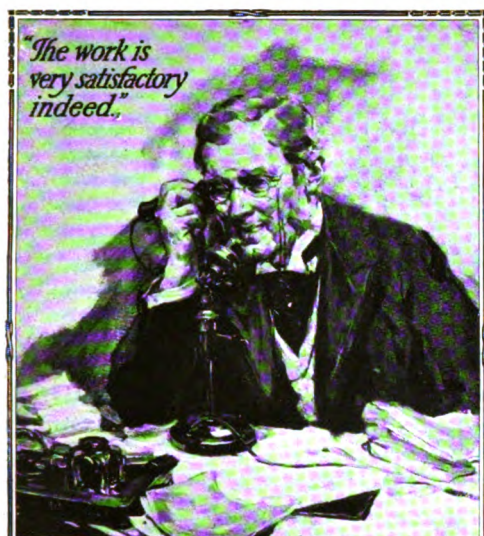
THE owners of British Patent No. 3143 of 1914, entitled "Improved Means for Changing Abruptly the Appearance of a Surface, for Signalling, Advertising, and other purposes," are desirous of disposing of the patent or entering into working arrangements under licence or otherwise with firms likely to be interested in the same.

A copy of the patent specification and full particulars can be obtained from and offers (for transmission to the owners) made to

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in
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W. E. MAGILL,
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27, WESTMORELAND ST., DUBLIN.

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attractive and friendly: one that will draw business. We can do so because we have behind us years of specialized study of signology, of digested experience and successful achievement.

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ADVERTISING
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Foot of York Rd.
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The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

FEBRUARY, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

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by

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for

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E.C. 4

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LONDON



BUSINESS MEN AND THE GOVERNMENT



BUSINESS men, as a rule, regard the Government, in its relations to industry and commerce, with a mixture of amusement and fear—amusement at its ignorance and fear of its interference.

That they may be let alone by Ministers and Departments is the manufacturer's and merchant's most earnest and constant prayer. When the heavy tread of authority sounds anywhere near factory or store they look for trouble.

To do Ministers justice they seldom interfere with business concerns as such until they are compelled to do so. They know that it means making few friends and many enemies. Departments are not more ready to move in "trade" matters unless events will not permit them to remain quiescent. Even the Board of Trade might until recently usually be described as "bored of trade" without substantial injustice.

Now all this is very much to be regretted. It was always deplorable, but in these days it may easily prove disastrous. For it is clear that in future Governments and Departments will have to keep a very busy finger in the industrial and commercial pie. Circumstances arising from the war have driven them into a position with regard to industry and commerce from which they cannot possibly recede altogether. Nothing even remotely approaching the *status quo* can be achieved.

In one way or another the Government will be actively interfering at every point with the business man's doings in the new era of "after the war." Its pre-war interferences, which often occasioned such deep-throated growlings, will seem like nothing at all by comparison.

If this is to be so—and there can be little doubt of it—it is obviously desirable that Governments and business men should adopt a new attitude towards each other. A continuance of the old passive resistance or veiled hostility on both sides will lead them into a situation which may wreck the ship of State as well as themselves.

They must work with and not against each other.

The move is now with the business men. The Government, forced by the war, has made its move and it is for them to answer it.

Let it be frankly admitted that for the errors and the shortcomings of Governments in connection with industrial and commercial affairs business men have largely had themselves to blame. They have been apt to view Governments as alien and inimical forces, instead of as their own executive organs. In doing this they have, in fact, treated the management of their own affairs as a matter in which they had no concern.

The interests of the manufacturers and merchants who are chiefly responsible for the national well-being have been almost the most poorly represented of any in Parliament. Manufacturers and merchants sat in the House of Commons, it is true, but they never by any chance spoke with one voice—except in the far-off, bad old days when they conceived it to be their duty to unite in opposition to labour.

Industry and commerce ought in future to have a permanent Parliamentary organisation by means of which they can instantly make their full weight felt whenever any legislation affecting their affairs is proposed. Capital, management and labour should all be in combination here. It would not be a question of mere obstruction or opposition: quite the contrary. Such a commercial committee would be for the most part occupied with work of a constructional character; but it would also be active in preventing half-digested measures based on misunderstood facts from passing into law: and would in all cases insist upon such interference with the delicate machinery of industry and commerce as might be deemed necessary being undertaken only after due consultation of competent authorities.

We have just lately had some sharp reminders of the need for such organised commercial representation in Parliament. The various Paper Restriction Orders and the Trade Marks Act Amendment Bill, which have aroused so much resentment among business

men, are two instances. Although in most vital matters affecting vast industrial and commercial interests—and very adversely affecting them—they would certainly have been allowed to become operative without amendment for all the protest made in the House of Commons.

But it is not merely a question of securing an effective criticism of Government measures. Business men must combine—for in no other way can they obtain a respectful hearing—to enforce upon the Government the necessity of their having a powerful voice in its counsels on every occasion when the concerns of trade and commerce come under consideration.

They must take it for granted that the State is about permanently to assume functions in regard to their interests much more far-reaching than it has so far claimed; and must consequently co-operate with the Government—and, as far as they may, control the Government—so that those interests may be treated with intelligence and respect.

The workers, quite as much as the managers and the capitalists, must be affected by the manner in which the Government deals with "trade" problems. It need not be imagined that we are suggesting a combination of capitalists for the purpose of exercising undue pressure upon the national Executive. What we do propose is that a controlling influence in industrial and commercial affairs should no longer be left in the hands of legislators who seldom have more than an academic knowledge of them and often treat them with contempt.

A BRITISH EMPIRE TRADE-MARK



HE revived proposal to establish a British Empire trade-mark has met with so hostile a reception that it may be considered as definitely "turned down."

It is not at all difficult to understand why it did not commend itself. If it was to be no more than an indication of place of origin it was unnecessary; if intended as in any degree a guarantee of quality its use would either have to be restricted to an extent that would utterly destroy its "Imperial" character, or it would serve as a means by which inferior manufactures could cover themselves with the reputations of those of a higher grade.

Plainly, then, the suggested mark could do little good and might do a great deal of harm.

There is no value in a trade-mark if it is not accepted as a guarantee of quality. A British Empire trade-mark used by all and sundry could not guarantee any quality standard; but there is more than the possibility that it might often be taken as doing so. Its attachment to goods of low grade might consequently do not a little to depreciate the reputation of British-made goods in foreign markets.

Moreover, it seems impossible to escape the conclusion that if such a mark were regarded with any sort of respect it would strongly

tend to diminish the value of private trade-marks. However much significance it might be taken to possess, with just so much less significance would the private mark be credited. This would aid the worse elements in British industry at the expense of the better, and ultimately at the expense of British trade generally.

On all grounds, therefore, it would appear that it is a sound instinct which has led so many of our leading manufacturers to view with cold and unfriendly eyes this Imperially patriotic proposal. They know that the trade interests of the Empire are conserved by other means than the waving of flags and wearing of badges ; also that trade-marks are not things to be dealt with lightly.

That general as well as particular trade-marks may often with advantage be used by associations or groups of manufacturers or traders has already been demonstrated sufficiently. They have always, however, represented a quality standard, and it is mainly because it cannot be made to do this that the proposed British Empire trade-mark can offer no reasonable justification for its existence.

PREPARING FOR PEACE



RUPPS," that Teutonic *imperium in imperio*, has, it is stated, purchased the Wolff Telegraphic Agency, the medium through which all German official news is circulated, and has also formed two new companies, one to work the foreign telegraph service and the other as an advertising agency.

These are all destined, no doubt, to play important parts in the economic warfare that will come with political peace.

The cunning propagandist work that will be performed by the telegraphic organisations may be better imagined than described. Nothing that ingenious suppression or manipulation of the truth can do to further German purposes will, we may be sure, be neglected. Nor is there any reason to suppose that sheer lying will be despised whenever it may seem profitable.

The advertising agency apparently has two principal functions. By acquiring, as it is reported to have done, control of the whole of the foreign advertising business of German newspapers it obtains the power to exercise severe pressure upon them whenever it may seem desirable to do so, and by directing all German trade advertising in foreign fields it secures the means of influencing publications abroad in German interests.

There is here indicated a sustained offensive on behalf of German trade which will require most careful watching, more especially as the greater part of it will be carried on "underground."

We need not be intimidated by it ; but it must not be ignored. It must be countered by missionary work equally well organised and equally persistent in the service of British trade.

What is coming is the greatest struggle for commercial "good-will" the world has ever seen. All her scientific organisation,

centralised direction and lack of scruple notwithstanding, Germany will have to enter upon that struggle burdened with numerous and manifest disadvantages of her own contriving, and it will be the gravest of reflections upon British enterprise and energy if for very many years to come she is allowed to regain anything approaching her old position, far less to improve it.

THE ATTACK ON THE TRADE-MARKS



CORRESPONDENT suggests to us that in our remarks concerning the much-discussed Bill to amend the Trade-Marks Act last month we appeared to overlook one of the chief objectives of its framers.

He points out that the immediate occasion of its introduction was the registration of the names of new chemical compounds so as to give individual manufacturers, in effect, a perpetual monopoly in respect of them. This practice had for years been on the increase and, owing to the special circumstances created by the war, had lately reached dimensions that called for prompt restrictive action in the public interest.

We were aware of this, and quite agree that the problem presented is one that demands attention. Perpetual patents are most decidedly not in the public interest; and it should be made impossible for manufacturers and traders to secure by trade-mark registration what the law in relation to patents expressly denies. In so far as the Trade-Marks Act offers an easy means by which, in many instances, a coach-and-four may be driven through the Patents Acts it certainly calls for amendment.

Our contention, however, was and is that the Bill introduced to achieve this purpose is a clumsy measure that, whether it fulfils its main purpose or not, is likely to inflict the most serious damage on a large number of trade-mark holders whom it is in the highest degree unreasonable and unjust to attack: and further that it would never have made its appearance in anything like its existing shape had its progenitors taken the trouble to understand the machinery with which they proposed to meddle.

The manufacturing and trading interests assailed by the Bill are enormous, and, if the public interest is, as it should be, paramount, it is not best served by treating these with less than careful consideration.

That consideration has been wanting. Many trade-mark holders whom no possible argumentative ingenuity can prove to be operating to the public detriment are to have their most valuable asset, their goodwill, laid open to depreciation, if not destruction, in order that a few may be prevented from abusing registration privilege.

The Bill, whatever it was intended to do, would operate as a measure in restraint of trade.

As *The Daily Chronicle* said, in an excellent leading article on the subject:—"If this Bill passes there will be no end of confusion

“and a distinct lowering of quality. The amendment is one which will deprive certain traders of the business they have created, and the public will be worse served as the standard of production will be lowered and enterprise discouraged. Manufacturers will not strive to produce a new article if they are unable to preserve their rights in the name they select to identify it. This part of the Bill is an example of Reconstruction which should be amended out of existence.”

THE PAPER RESTRICTIONS ORDER



It has been stated that the Committee dealing with the Paper Restrictions Order no longer acts in the name of the London Chamber of Commerce. We are asked to make it clear to our readers that this statement is entirely inaccurate. The plainest evidence of this is to be found in the fact that the Council of the London Chamber of Commerce has sent to all Chambers of Commerce throughout the country a copy of a resolution inviting them to support the objects of the Committee—viz.: “The withdrawal of the present Restrictions Order and the reconstitution of the Paper Commission upon a basis of adequate representation of all the principal interests involved.”

We trust that no one will allow any misleading statements as to its position to prevent him from supporting a Committee doing most valuable and urgent public work.

It has already secured for a large number of advertisers a substantial easement of restrictions apparently only contrived for their affliction: and with the backing it deserves can continue to protect interests still very seriously threatened.

AN ADVERTISING MAN'S IDEA



It was a happy idea to establish a series of kiosks in centres where men and women most do congregate for the purpose of disseminating information concerning the numberless “official” regulations, restrictions, rules and ordinances which govern all our goings nowadays. For the Government is much readier at framing these rules than at advertising and explaining them, and a great many people have found themselves in trouble for transgressing regulations of which they either never heard or did not understand, while still more were reduced to such a hopeless state of puzzlement that, lacking enlightenment, they constantly fell into difficulties easily preventable.

Now, thanks to Mr. H. Simonis, of *The Daily News and Leader*, they have already at their disposal in London a number of convenient “enquire within” stations where all their doubts can be resolved. These take the shape of kiosks in the most convenient public situations where questions can be answered and free explanatory literature

can be obtained. They will be little centres of "sweetness and light" to a host of harassed Londoners.

Mr. Simonis has acceded to the official request that he should undertake the carrying out of his own suggestion, and as hon. director he has associated with him Mr. Keith J. Thomas as hon. secretary.

At present the scheme has materialised only in London; but in a very short time the Provinces will also be dotted with these "Government Information Bureaux," to give them their official title.

And then the Government will have a new advertising medium at its disposal of a very special and useful character, while the public will have a new convenience of which it stood greatly in need. Let us hope they will both be properly grateful to the advertising man who understood that the most important thing about a Government order is that it should be "made known."

DISTRIBUTION AND ADVERTISING



OME of our readers may wonder why so considerable a portion of our limited space is this month occupied by an article—that relating to the Bush Terminal Company—in which the advertising interest appears to be merely incidental.

We tell the Bush Terminal story because it exemplifies in a particularly interesting fashion a development which is proceeding rapidly in the United States, and of which the beginnings are already visible on this side of the Atlantic. This is the growth towards each other of the distribution and advertising businesses. Advertising specialists are being forced more and more into a study of distribution problems, and in a similar fashion those who thought to confine themselves to distribution have found that it inevitably leads them in the direction of advertising.

The Bush Terminal Company was projected as a distributing agency. Our brief history of its career shows how naturally it budded into a permanent trade exhibition—an advertisement if viewed in the right way, and a very good one too—and later into an advertising service with all the latest improvements.

Be it observed that it did not deliberately enter upon either of these activities in the spirit of a competitor to those already established therein. It was irresistibly urged upon them by the requirements of its purely distributive business.

It is quick and easy transit of goods that has made advertising of the modern kind possible, and advertising that alone has made the quick and easy transit of goods profitable.

Distribution and advertising are, indeed, so interdependent that it is hard to think of one without the other. If in business practice they become more closely associated in the future than they often have been in the past a distinct advance towards commercial efficiency will have been made.

SIR FRANK BOWDEN, BT.



ON FEBRUARY 1st the Victoria Hall, Nottingham, was crowded with over two thousand employes of the Raleigh Cycle Co., Ltd., assembled to do honour to Sir Frank Bowden, Bt., who has been so long and honourably known as the head of the famous cycle manufacturing company. The event was in celebration of Sir Frank's seventieth birthday and the thirtieth anniversary of his foundation of the company, and the workers had decided to present him with his portrait in oils by Denholm Davis.

The story of Sir Frank's career is a romance of trade, and at the same time provides a clear answer to those old-fashioned business men who still cling to the belief that business can be built and maintained without advertising. But he has never sought personal publicity, not only because he dislikes it, but because he recognises that newspapers have at all times a limited amount of space, and whenever they feel that they would like to say anything concerning him he would rather that they devote the space to the Raleigh bicycle. "For," he once said, "no newspaper can give more than a certain amount of publicity to its advertisers and every personal note takes away so much from that which they can give to the business side."

Sir Frank began business life in Bristol in a solicitor's office, and at the age of 22 went to Hong-Kong, where he did remarkably well. But before he reached forty his health obliged him to retire. Taking up cycling as a cure, in six months he was a new man. He believed there was a great field before the bicycle, and going to Nottingham he bought up the Raleigh business when the output of machines was less than a hundred a year. That was in 1888. In the last year before the war the output from the Raleigh factory fell just short of sixty thousand bicycles!

The Raleigh advertisements are known in every form in every country. In the British advance towards Pales-

tine one was found on Mount Sinai, where it had been presumably dropped by a retreating Turk or German! But Sir Frank will tell you himself that the first essential of all advertising is that the article itself should offer sound value for money, and secondly that the selling arrangements must be as near perfect as possible. The advertising campaign should be planned as an adjunct of the sales department, and the outlay of every penny considered as carefully as that on any other department of production or sale. Mere splashing advertisements about will not achieve the object. The Raleigh advertising campaign is one of the most thorough in the kingdom, and Sir Frank has always been a great believer in the value of the provincial Press.

Sir Frank Bowden is himself a living example of the value of the bicycle to health. Although he has now reached the "allotted span," his vigour is undiminished and his brain is as active as that of many a man a quarter of a century younger. His book *Cycling for Health* is a monograph of his own experiences, for he has cycled in every continent, even into the Saharan and Libyan deserts, and has been no fewer than seven times round the world. A great traveller (he was made a Fellow of the Royal Geographical Society in recognition of his journeys afield), a brilliant thinker, and an employer who takes the deepest personal interest in his workers, he possesses that great quality of leadership, the ability to inspire all around him with his own enthusiasm, which is the secret of all successful men.

One instance of his thoughtfulness for the workers will conclude this memoir and serve to show how he looks after the little things as well as the big. He has always encouraged his staff to cycle to and from business, and as he has himself known the discomfort and danger of sitting about all day in wet clothes, there have been instituted at the works drying and changing rooms for both men and women.



SIR FRANK BOWDEN, Bt., J.P., F.R.G.S.

From the Painting by Mr. N. Denholm Davis.

THE BUSH TERMINAL SERVICE

What it is, and what it has done for Commerce—How
it supplied the U.S. Army with a ready-made Supply Base
—Its future importance in International Trade Relations

AN INTERVIEW WITH MR. LOUIS M. PORTER

By **SIDNEY ALLNUTT**

FOR THE past year the name "Bush Terminal" has been cropping up at more or less frequent intervals in connection with the commercial activities of one sort or another of which it is my business to write.

In a vague sort of way I came to know what it represented, and received an impression of something great in size and very individual in character. The outlines of the picture in my mind, however, remained exceedingly indistinct, and it possessed no details to speak of.

It therefore gave me particular pleasure to meet Mr. Louis M. Porter, who represents the Bush Terminal Company in this country, and to learn from him how the "Bush Terminal" came into being, what it is, and the manner of its operation.

Mr. Porter, I may say, turned out to be precisely the kind of man to supply the information I desired. He believes in the organisation he represents with an intensity of enthusiasm that obviously makes it a pleasure for him to set forth his reasons for the faith that he holds, and he has every fact belonging to it, directly and indirectly, at his fingers' ends. Also he has them well arranged, and is able to tell a complex story so lucidly that it can easily be understood; which is by no means always the case with missionaries equally enthusiastic and well informed.

"First," I asked, "can you give me a short and simple definition of the

Bush Terminal service—of its fundamental intention?"

"Increased economy and efficiency in merchandise distribution," Mr. Porter defined. "That is the underlying principle behind everything the company has done, although a natural development has led it into fields that at first were not contemplated. The measure of success achieved, the extent to which the company has been able to carry out its purpose, is emphasised by the fact that the United States Government has just taken over the whole of the great Terminal for use as the chief forwarding base of supplies to the American forces in Europe.

"The company had built up just such a base as was required, with facilities for collecting, storing, handling and shipping goods of every kind, that could nowhere else be paralleled. So there we are, with our Terminal organisation and equipment taken over lock, stock and barrel until Uncle Sam needs them no longer.

"A big task will have to be faced when the time comes to set about restarting a complicated business held up in this manner.

"However, you may be quite sure the company is only too glad to do its bit, and you may be equally sure that the same master mind that has made the Bush Terminal service what it is, that has made it mean what it does to the commercial activities of the port of New York, will be abun-

dantly able to reinstate it in its old position, when it once more puts on civilian clothes.

"You must not think, however, that in taking over the piers and warehouses the Government has absorbed all of the many activities of the company. There are extensions of our actual terminal service which still remain in our hands. These, of

"It certainly looks like it," I agreed; "and now, Mr. Porter, will you tell me how this service came into existence?"

"The simplest way of telling you is to start like a 'once upon a time' story," he said, "so here you are:

"A young man with a big idea, so big that many regarded it as visionary, also a bit of land with a water frontage:

these were the fundamentals of the Bush Terminal service. The young man, Mr. Irving T. Bush, was imaginative and confident. The bit of land merely represented unexploited potentialities. It was a waste sand pile on the eastern shore of Upper New York Bay, with no great value at that time. The idea was generally regarded as wild and impracticable.

With a courage and determination that made light of every obstacle, because he had a conviction that he was working on an economic principle, the young man set to work, and during twenty-five years of labour has been gradually giving his idea the material shape now expressed in a multitude of great piers, terminal yard, transporters, warehouses and factories, until they cover something over 200 acres, and



MR. IRVING T. BUSH (President)

course, we shall continue to operate and develop. I will tell you about these later on if you like. What I wish you to appreciate first is that we have been able to provide the United States Government with a ready-made and completely equipped forwarding base in full working order running at maximum efficiency at a moment's notice. It seems to me that this is pretty solid evidence that the company was in a position to offer a fairly valuable service to commercial interests."

represent a capital investment of over six million pounds."

"And what was Mr. Bush's idea, and how did he get it?"

"He saw the heavy and continuous waste of time, energy, equipment and money caused by the haphazard methods for collecting goods brought into New York, transporting them from one point to another and redistributing them either locally or further afield.

"There was usually an indefinite reduplication of effort to effect what

could have been done as well or better by a single operation: a multitude of small transporting and warehousing services each running at heavy expense to the individual manufacturer and merchant who owned them, usually because they could not be kept running at anything like full capacity.

"Let me illustrate. A merchant is advised of the arrival of a parcel of goods consigned to him at one of the railway terminals or steamship piers. After various office operations—instructions, checks, records and so forth, just as laborious for a small parcel of goods of no considerable value as for a large and valuable consignment, a van is dispatched to collect. It has nothing to take to the terminal, none the less the cost of running the van is, of course, as much as though it travelled with a full load each way. After innumerable delays, which are expensive, the goods arrive at the merchant's warehouse and after further attention from clerks, after unpacking for verification of contents and repacking for shipment to some farther destination, are once more sent out and the same operation is gone through again and once more the van travels one way empty.

"Rather a clumsy and costly method of procedure, don't you think? And yet this was the best that the greatest port in America afforded to the merchant twenty-five years ago. And under these conditions the large merchant or shipper had a great advantage over the small trader, whose overhead charge represented a greater percentage of cost than that of a large competitor.

"Wastage cannot be avoided in handling goods except upon a scale beyond the reach of any but a very few individual manufacturers and traders. Such transport operations can only be conducted economically when a great many of them can be handled together, by eliminating unnecessary motions, so as to reduce the overhead charge in each particular instance to

a minimum, to keep the whole of the collecting warehouses and distributing machinery continuously employed and to permit of the establishment and maintenance of specialised departments for special services.



MR. LOUIS M. PORTER (*Managing Director*)

"It was upon these observations and following this line of reasoning that Mr. Bush evolved the idea of which the Bush Terminal service is the outcome.

"He determined to establish a central terminal with every conceivable facility for the handling of goods, which would, as far as New York was concerned, do for the manufacturer and merchant what they could not do for themselves—eliminate the waste and inefficiency caused by innumerable small organizations.

"On the shores of the upper bay a terminal was planned that could, in effect, be used as an extension of all the scattered railway terminals of New York, and would enable goods



THE INDUSTRIAL BUILDINGS, WAREHOUSES, TERMINAL AND PIERS OF THE BUSH

from all parts of the world to be brought into one railway yard.

"In order to make this possible, a plan was drafted for the necessary piers, also for lighters, with their attendant tugs, capable of conveying whole railway trains if necessary, from the various terminals of the trunk lines to the Bush Terminal yard.

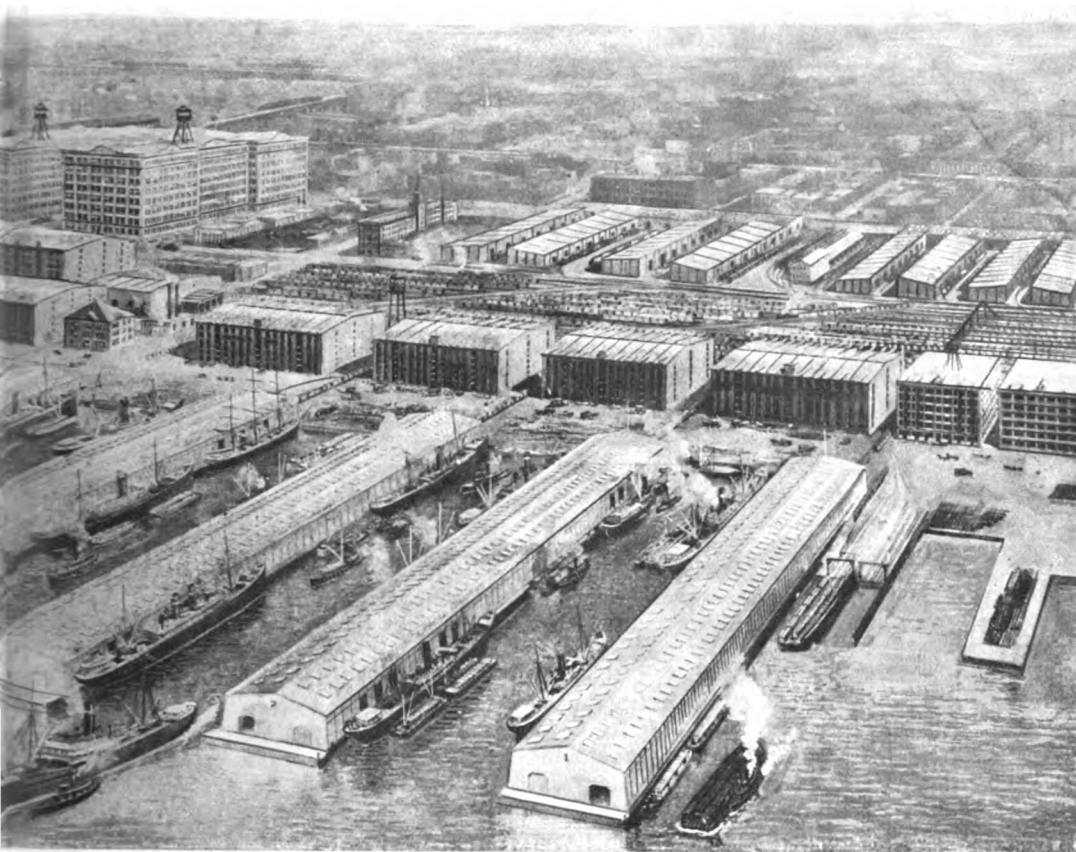
"Had it gone no further, the scheme would obviously have made possible great economies in the handling of freight, for it gave the manufacturers and merchants one terminal with which to deal instead of dozens, both for collection and dispatch.

"To-day, the wholesaler or shipper who utilises the Bush Service gives no thought as to the arrival or forwarding of his merchandise. The Bush Terminal

Company are advised of arrival, receive the shipment, put it in warehouse, give free storage and insurance for one month, separate it into lots as ordered, mark them and ship them—all for a charge of a few pence per 100 lb.

"We are only able to do this for one because we are doing the same for hundreds of others. It is co-operation brought to a science. On merchandise arriving or departing by any railroad or by any of the steamship and steamboat lines, all cartage is eliminated.

"The extent to which this one branch of the Bush Service has been developed may be better appreciated when I say that the freight passing through Bush Terminal last year had a value equal to more than



H TERMINAL, NEW YORK, U.S.A., WHICH COVER OVER TWO HUNDRED ACRES

one-quarter of America's entire export trade.

"You see, there was a reasonable call for such a service as Mr. Bush set out to supply."

"Well, it seems so obvious that it is difficult to understand why a service of the sort had not been created earlier," I admitted. "But I suppose even the obvious need of it did not ensure it an instant welcome, all the same?"

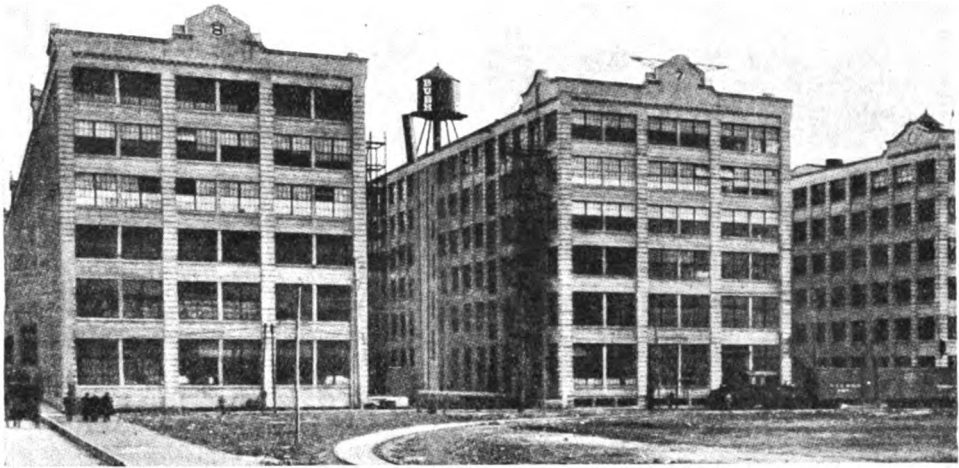
"It did not," said Mr. Porter, emphatically. "People, even business people, are never too ready to believe that the methods they have been pursuing for years are radically unsound. The greatest difficulty was to persuade the railway companies that what we were offering would really be

a benefit. They argued—we have our own terminal, why create another?"

"They at first saw in our terminal a rival to their own; instead of what it actually is, an extension and feeder of all railway terminals."

"We were, in fact, offering to give these railway companies something for nothing, an extension of their systems enabling them to offer greater facilities to the public in the matter of goods conveyance without any additional cost to themselves; but it was a wearing business to make them see our proposition in that light."

"It soon became clear that the advantages offered to those interested in outward and inward movement of freight, by conducting warehouse operations at a joint terminal, would



PART OF THE GROUP OF INDUSTRIAL BUILDINGS
There are twelve of these buildings with an aggregate floor space of four and a half million square feet

apply with equal or greater force in many cases if the manufacturers could bring their plants to the same spot. This was particularly the case with manufacturers of limited output. Many of these were not doing sufficient business to enable them to provide themselves with first-class manufacturing accommodation affording the most economic transport facilities, and the most up-to-date and efficient light, heating, power and equipment.

"It was along these lines the company found another field of usefulness. It erected at the terminal the first of what has become a series of model industrial buildings. These buildings are 750 feet long, and 8 to 12 storeys high. The manufacturer who desires to do so can rent just as many square feet of space as he requires. However small the space may be, he enjoys the best possible conditions as far as his premises are concerned, and has the benefit of lighting, heating and power systems operated on a large scale, and therefore with a maximum of economy and efficiency. In addition every modern safeguard in the way of fire prevention is secured to him, thus greatly reducing his insurance charges; his factory is protected by an efficient force of watchmen, and he has at his disposal the most perfect organisation

for dealing with his inward and outward goods transport existing.

"He can confine himself strictly to the manufacture of his commodity. The Bush Terminal Company relieves him of the worry of looking after the upkeep of his premises and the maintenance of establishment services, brings his raw material to his door, and delivers the manufactured product to his customers.

"It does all this for him, not only far more efficiently, but also far more economically than he could possibly do it for himself.

"We have now twelve of these industrial buildings, with over 4½ million square feet of floor space, completed, and I do not think you will find it surprising that they are fully occupied just as soon as they can be made ready for occupation.

"And now we come to the Bush Terminal Sales Building. A few years ago Mr. Bush realised that the chain which was gradually drawing various phases of commercial life into closer co-operation and more economic operation was lacking an important link.

"This had to do with the final stage of the entire operation—transposing dead stock at the factory or in the warehouse into a cash asset at the bank. An exhaustive study was made of the

selling methods and conditions under which the buyer and producer operated. It developed that while many economies had been effected in cost of production, selling conditions and methods were apparently the same as they were fifty years ago. The whole thing seemed to be conducted on a sort of 'find me if you can' plan. It was from the buyers themselves that we learned of the time, money and patience wasted in travelling about New York in addition to side trips, all for the purpose of discovering the various lines of goods which they were eager to buy, which the manufacturer was equally eager to sell, and which for the most part were hidden in widely scattered and out-of-the-way places.

"Nothing seemingly had been done to promote the interests of either, or facilitate their coming together. The thought suggested itself of establishing a centralised trading point where buyers could establish their business headquarters with the comforts of club life and every office facility, and where the manufacturer could join in as seller with ample accommodation for full display of samples, so that each could be assured opportunity of meeting and discussing business under the most favourable conditions.

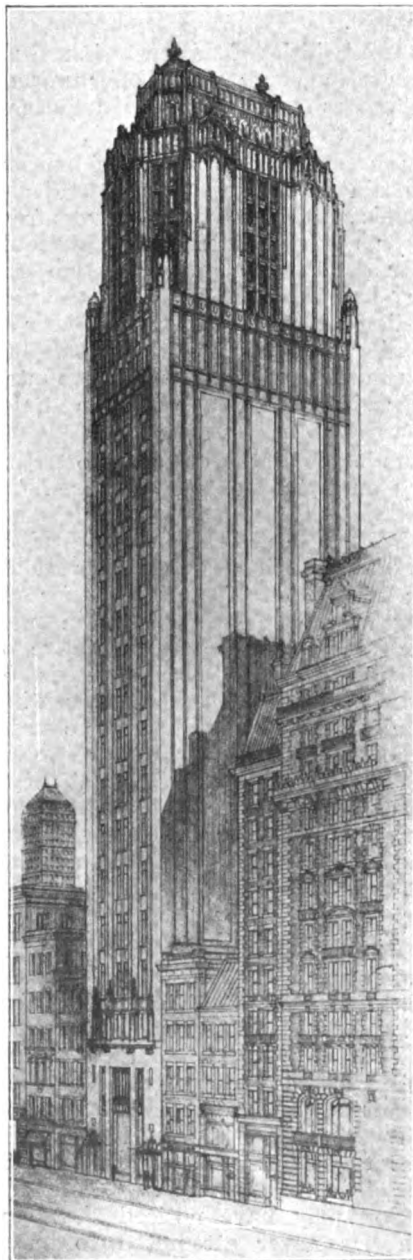
"In order to carry out an undertaking of this character in a manner that would be commensurate with the other activities of the company, a sum of £600,000 was set aside. A location was found in the heart of the best hotel, theatre and restaurant quarter of New York, where buyers would naturally prefer to establish their headquarters.

"This building, which is thirty storeys high, has been completed at a cost of £400,000.

"In this building both buyers and sellers have a permanent address where they can find each other without difficulty; can display and examine the goods in which they are interested, as may be most advantageous and convenient to both of them; and can thereafter, at ease and in comfort, conclude their dealings in the club, where every conceivable aid to the conduct of business is at their command.

"The ground floor and first and second floors of the building, which is 200 feet deep, have been devoted exclusively to this Buyers' Club, which for comfort and convenience will have no superior.

"The entire building above the club



THE BUSH TERMINAL SALES
BUILDING, NEW YORK, U.S.A.

is occupied by manufacturers for exhibit purposes. In connection with it there has just been erected at the terminal a special service warehouse 200 feet square and eight storeys high, to be used by exhibitors to warehouse merchandise for immediate delivery. This has been put up at a cost of over £200,000.

"The facilities of this part of the Bush organisation, I may note, offer unusual advantages to the British manufacturer entering the American market.

"He can at a minimum of expense maintain a sales organisation and display his samples where the buyers from all parts of the United States assemble to transact their business. He can carry his merchandise in the service building and devote his energies entirely to selling, as the company undertakes to pack and ship to any part of the country under instructions from the Sales Department."

"Is it your intention, Mr. Porter, to carry on similar operations here?" I asked.

"We propose to establish an equivalent of our Bush Terminal Sales Building; that is one of the reasons for our being here. You see London may be regarded as the trading centre of the world; there are hundreds of resident buyers here representing Colonial interests, and buyers come to London from all parts of the world. Such a centralised trading point offers greater possibilities even than New York, and it is the intention of the company to carry out this policy as soon as conditions may permit."

"I understand, Mr. Porter, that the company has recently added a new department, the Bush Advertising Service. That 'fits in,' I suppose?"

"Yes; it is in line with everything Mr. Bush has undertaken. The idea was not new. He has had it in mind for a very long time, but it was first necessary to put into active operation other elements of service.

"You may have noticed that Mr. Bush has never attempted to enter competitive fields. His work has been to create those things which did not exist, and for which his imagination

and foresight told him there was urgent need.

"There are many advertising agencies in America, and as such they are wonderfully efficient. Up to the present time there was nothing we were ready to offer to the advertiser that was not already being supplied. The time came, however, when the company was prepared to offer a service so comprehensive in character, that combined so much that was of the utmost importance to the advertiser, that it gave an entirely new meaning to the term 'Advertising Service.' You can see how all the Bush Service is bound together and makes for efficiency and economy.

"First it was the Terminal and Warehousing, then came the Industrial Buildings with their manufacturing enterprises, the two working out for more economic distribution and handling; then came the Sales Building and Buyers' Club in New York City, thereby creating a selling organisation which becomes a milestone on the highway of commercial development. And now we have the Bush Advertising Service, which through its associations gives to the advertiser certain advantages to be found nowhere else in America. It brings all actual publicity into close touch and co-operation with manufacturing, distribution and selling. It carries with it every facility of the entire Bush Terminal organisation.

"While it is called Bush Advertising Service, the name hardly seems comprehensive enough to cover the elements of service rendered. You will be interested in the fact that it undoubtedly offers to the British manufacturer unusual facilities for developing his American trade.

"In the meantime we are building up our Export Department. The British importer often operates under many disadvantages. Often the American manufacturer demands payment before even the goods are made up for shipment. There has been no opportunity for inspection or verification before they arrive at destination, and the importer is often put to considerable expense in the matter of transport

Purchaser-Protection

IT IS THE FASHION TO PROTECT OURSELVES against the evil results of all manner of things and events—air raids, accidents, illness, fire, and so on.

“The Passing Show” advertisement guarantee is a form of purchaser-protection which enables the reader to buy without hesitation any of the goods advertised in the pages of this weekly. The gist of this guarantee is “SATISFACTION—or YOUR MONEY BACK.”

The regular weekly appearance of the “P.S.” guarantee adds much to the value of the advertisement space in

THE PASSING SHOW

as every advertiser in its pages realises.

ADVERTISEMENT RATES :

ORDINARY POSITION : **£36** per Page and *pro rata*
 SPEC AL POSIT. ON : **£45** per Page and *pro rata*

PHILIP EMANUEL
 Advertisement Manager
 ODHAMS, LIMITED
 85-94 LONG ACRE
 LONDON, W.C.2

Telephone No. : Gerrard 9370 (seven lines).

charges, storage and incidental handling. For these reasons we found there was a demand among the large importers for responsible representation, with facilities for looking after all matters such as banking, shipment, insurance, and so forth. Having the entire operation looked after by such an organisation as ours is bound to effect many economies. This Department is growing very rapidly and we anticipate after the war it will become an important part of our business."

"What in your opinion, Mr. Porter, are the qualifications necessary for the success of any American enterprises wishing to establish themselves in Great Britain?"

"That question would seem to cover a lot of things. I would say, however, to my American friends, first be quite sure your proposition is sound, and that there are good business reasons from a British standpoint for your being here. Second, be patient, but work. Third, don't try to show the Britisher how Americans do business, but play the game according to British rules, and above all things be dead sure what you say *is so*.

"You must remember that London is the graveyard of American enterprises largely because they thought the American way was the only way, and tried to thrust their whole proposition down the throat in one dose. The Britisher does not believe in business love at first sight. If you want his affection, first win his confidence, and when you get it don't abuse it.

"To establish successfully an American enterprise in Great Britain may be a slow business, but when it is done there is a realness about it that makes it plainly apparent the waiting was worth while. You will find if you play with your cards on

the table it is just as hard to lose it as it was to get it."

"And what about the Britisher who sets out to do business in the U.S.A.?"

"If he has a 'quality' proposition he will find a ready welcome and most favourable opportunities of doing business. The well-to-do American is always out to get the best obtainable, and in many lines of goods the words 'British-made' stand as a guarantee of high quality. As an advertiser the Briton in the American market will be pleased to find that in it he can secure a quicker response to his appeal than anywhere else. Americans believe in advertising.

"The American market, however, has its own peculiarities, and in regard both to distribution and advertising whoever wishes to operate in it should obtain the advice and assistance of someone intimately acquainted with them. This is an important point. It simply means, after all, that the man on the spot must acquire a certain amount of knowledge that it is impossible for a distant observer to obtain.

"I can only add that the same foresight, sound judgment and determination to accomplish those things which Mr. Bush believes to be fundamentally and economically sound, are destined to place the Bush Terminal Company in Great Britain in a position which will make it a very important contributing factor in the development of trans-Atlantic trade.

"The more free is the interchange of commodities between Great Britain and the U.S.A. the better it will be for both countries; and, indeed, for the future of the world. We are establishing an additional link between them, and are proud to be in a position to do so."



ADMINISTRATION BUILDING OF THE BUSH TERMINAL CO., NEW YORK. LONDON OFFICES: MAXWELL HOUSE, ARUNDEL STREET, STRAND, W.C.

"How to Reduce Selling Costs"

By PAUL E. DERRICK.

SECOND AMERICAN AND BRITISH EDITIONS, 262 PAGES.

Cloth, 6/- nett; 6/6 post paid, from Geo. Newnes, Ltd., London, Publishers, or any Bookseller.

WHAT SOME BRITISH MANUFACTURERS THINK OF IT

If all those who have expressed their enthusiastic endorsement of the book had given permission to quote their opinions, the overwhelming evidence of its practical value would be sufficient to convince even the most sceptical.

Obsolete selling methods must be promptly revised if one may hope to further develop his business, or indeed, even to maintain it after the war.

STEPHEN SMITH & CO., Ltd., LONDON: "It would be a good thing for this country if all business men, particularly manufacturers, would carefully study it."

COCKBURN & CO., Ltd., GLASGOW: "You have put before the manufacturer convincing and reasoned evidence; not only of the great value of advertising, but also the various ways in which it increases profits."

THE SPIRELLA CO., Ltd., LETCHWORTH: "I have taken great interest in reading it, and will treasure it as a volume of great value, and especially applicable to the needs of the day."

ARMOUR & CO., Ltd., LONDON: "It is a classic. I cannot understand anyone in charge of an advertising appropriation putting in his time to better purpose than by a careful study of it."

TOOTAL, BROADHURST, LEE CO., Ltd., LONDON: "Any manufacturer who seriously sits down and reads your book and is not influenced had better just drop out."

J. & N. PHILIPS & CO., Ltd., MANCHESTER: "I unhesitatingly describe it as the most cleverly reasoned treatise I have come across on this engrossing subject."

ANGUS WATSON & CO., NEWCASTLE-ON-TYNE: "If the author were able to make a stipulation that he should have a percentage on all costs saved as a result of studying his admirable handbook, he would be well in the way of becoming a millionaire."

BRYANT & MAY, Ltd., LONDON: "It deserves to be in the hands of every business man. Of material help to all interested in reducing selling costs."

J. S. FRY & SONS, Ltd., BRISTOL: "Full of interest to manufacturers; of great use to all commercial men."

GODFREY PHILLIPS, Ltd., LONDON: "The best argued book on the art of selling I have ever struck. I am lending the book to my co-directors."

THE "OLD BLEACH" LINEN CO., Ltd.: "Am sending all our representatives on the road a copy. I personally read it carefully twice. Can only say it is a very valuable addition to the literature of selling."

THE VENO DRUG CO., Ltd., MANCHESTER: "It is the most practical work of its kind I have ever read."

ADVISORY SERVICE

Mr. Derrick's experienced personal co-operation in shaping future up-to-date selling policy and plans can be retained, or the complete Advertising Service Organisation of which he is the head may be utilised.

If you are interested will you write "Personal" to Mr. Derrick for a preliminary interview.

PAUL E.
DERRICK
ADVERTISING AGENCY LTD
Do it Better

34 Norfolk Street, Strand, London, W.C.2

VARIOUS AND SUNDRY



"The world is so full of a number of things."—Robert Louis Stevenson.

The Business Men's Week

I am glad to see that advertising men have given hearty response to Mr. Wareham Smith's appeal to them to help in organising the Business Men's Week. With this end in view Mr. Wareham Smith addressed the members of the Aldwych Club a few days ago, properly regarding that organisation as the chief medium through which to enlist the sympathy of those engaged in the business. A lot of good work is being put in and some useful suggestions, too, have been received, so that we may confidently expect to see many clever devices launched for the brilliant advertising of the week when the proper time comes.

In familiar phraseology it is "up to" advertising men to show their skill as publicity experts, and I am sure they will not fail to justify the faith that is reposed in their ability. They often talk of what they would have done as publicity experts if the opportunity had come to them instead of to someone else. Well, now the opportunity has come to them, and in a splendid cause.

By means of this Week it is hoped to raise £100,000,000, and with the best of advertising, which I am sure the Week will receive, the sum should easily be raised. Glasgow has shown what one city can accomplish when enthusiasm has been aroused.

A "Human Nature" Poster

The "War Savings" poster illustrated on this page was designed by Mr. W. S. Bagdatopulos, who contrived to obtain very good value from the two colours used in printing it. The poster should do useful work in that it empha-

sises an aspect of war saving that, above all others, should appeal to the family man and woman. No one can tell what the future is going to bring forth, and therefore the desire to secure in some way the maximum of opportunity for the younger generation is now more powerful than ever before as a motive for parents to invest.

An Eviction

The descent of the Office of Works upon Kingsway resulted in the eviction



Save for their Education and Give them a Start in Life

**BUY
WAR SAVINGS
CERTIFICATES**

AN EFFECTIVE TWO-COLOUR DESIGN

from their business homes of a large number of well-known advertisers and advertising men. Among them were Messrs. S. H. Benson, Mr. C. F. Higham, Mr. W. S. Crawford, The

THE PRESS AND THE PELMAN INSTITUTE

THE Directors of the Pelman Institute wish to place upon record their appreciation of the consideration and courtesy extended to them by the proprietors, editors and managers of over 250 of the principal newspapers and journals of the United Kingdom, thereby enabling the Pelman Institute to continue its work—the national character and importance of which is now fully recognised—in spite of the disabilities due to restricted advertising space.

■ In particular, the Directors wish to thank the following for their co-operation in giving effective prominence to the announcements of the Pelman Institute.

LONDON DAILY PAPERS :—

The Times
Daily Mail
Daily Telegraph
Morning Post
Daily News
Daily Express
Daily Chronicle
Daily Mirror
Daily Graphic
Financial Times
Evening News
Evening Standard
Star
Globe
Westminster Gazette
Pall Mall Gazette

PROVINCIAL AND OTHER

DAILIES :—

Aberdeen Free Press
Belfast Evening Telegraph
Belfast Newsletter
Birmingham Gazette
Canadian Daily Record
Chicago Tribune (Paris Edition)
Cork Examiner
Daily Mail (Continental Edition)
Dublin Evening Herald
Dundee Courier
Dundee Advertiser
Eastern Morning News
Freeman's Journal
Glasgow Daily Record
Glasgow Herald
Glasgow Citizen
Irish Independent
Irish Times
Leeds Mercury
Liverpool Post
Liverpool Courier
Manchester Daily Dispatch
Manchester Guardian
Newcastle Daily Journal
New York Herald (Paris Edition)
North Mail
Scotsman
Sheffield Independent
Sheffield Daily Telegraph
South Wales Daily News
Western Mail
Yorkshire Post
Yorkshire Observer

WEEKLIES :—

Athenæum
Answers
Blighty
British Weekly
Bystander
Bazaar
Baptist Times
British Medical Journal
Country Life
Clarion
Church Times
Church Family Newspaper
Cassell's Saturday Journal
Common Cause
Daily Mail (Overseas Edition)
Drapers' Record
Daily Mail (Trade Supplement)
Dundee Weekly News
Everyman
Everywoman's
Glasgow Weekly Herald
Great Thoughts
Graphic
Home Notes
Illustrated Carpenter and Builder
Illustrated Sporting and Dramatic News
Illustrated London News
Ideas
John Bull
Law Journal
Lloyd's Weekly News
London Opinion
Land and Water
London Mail
Labour Leader
Leicester Advertiser
Life of Faith
Lady's Pictorial
Methodist Recorder
Motor Cycle
Motor Cycling
New Witness
Outlook
Observer
Punch
Pitman's Journal
Passing Show
People's Friend
Pearson's Weekly
Public Opinion
People's Journal
Pictures
Referee
Spectator
Sunday Pictorial
Saturday Review

Schoolmaster
Sunday Times
Sunday Evening Telegram
Sunday Chronicle
Sketch
Sunday School Chronicle
Sphere
Tit-Bits
The Guardian
The Nation
Town Topics
The Stage
The Post
Times Literary Supplement
Times Educational Supplement
Tattler
The Tablet
Teachers' World
Times Weekly Edition
Truth
Weekly Scotsman
Weekly Dispatch

MAGAZINES AND SPECIAL

MEDIA :—

Blackwood's Magazine
Bookman
Canada in Khaki
Captain
Cassell's Magazine
Chambers' Journal
Church Quarterly Review
Contemporary Review
Cornhill Magazine
Daily Mail Year Book
English Review
Fortnightly Review
Grand Magazine
London Magazine
London Telephone Directory
Maple Leaf
My Magazine
Novel Magazine
National Review
Nineteenth Century
Nash's Magazine
New Magazine
Ocean Times
Overseas
Premier Magazine
Pearson's Magazine
Quiver
Review of Reviews
Royal Magazine
Storyteller
Strand Magazine
Wireless Mail
Wide World Magazine
Windsor Magazine
Wireless World
World's Work

The Directors of the Pelman Institute also desire to thank those advertisers who, by their public-spirited action, have facilitated the due appearance of the announcements of the Institute.

THE PELMAN INSTITUTE, 4 BLOOMSBURY STREET, LONDON, W.C.1

Dinkie

Daisy Deodorant


A blessing to the dainty woman who would keep her person sweet and fresh whatever the circumstances.

Dinkie quite eliminates the distressing odour of perspiration, without retarding the action of the pores. A fragrant, greaseless cream. Dinkie does not soil the garments.

Just a dab is all that is needed. It is so pure it cannot harm the most sensitive skin. Dinkie is essential to the toilet of all really nice women, who quickly appreciate its varied and intimate properties.

Try it at our risk. Money returned if it fails to please.


Booklet "Vanity Fair,"—free to you on request. Write for it to-day.



The Dinkie Girl

Of all good Chemists and Stores. If your chemist does not stock it, he can readily obtain it for you. A few pence can be had post free direct from the proprietors on receipt of price.

2/6 per Jar
T. ROBERTS Ltd
128 Jersey Street
London, S.W.



IS IT A GOOD LAY-OUT?

Carlton Studio, Messrs. Ingersoll, The International Correspondence College, and The Goodrich Tyre Co. *The Sunday Times* and Messrs. Burrow, of guide-book fame, were also in the host of the dispossessed. The dislocation of business occasioned by this sudden and wholesale notice to quit may be imagined; but it must be supposed that it could not be avoided. I see that the aggregate annual rental of the premises commandeered is about £200,000, and that the Government staff of 5,000 it is proposed to house in them will therefore cost £40 per head for accommodation. This is a pretty high figure; but what of that? "Damn the expense" seems to be the chosen motto of all Government departments for the time being.

An Uncommercial Advertiser

He would be a bold man who should suggest that Mr. H. Dennis Bradley ever advertises without a very definite and businesslike intention. He seems, however, to have a decided leaning towards "long shots" in his publicity,

and in the announcement reproduced on this page, with its cartoon by "Jacques d'Or"—or shall I say "Jimmy o' Goblin"?—it is difficult indeed to discover at what he is aiming. One cannot but wonder how "copy" of this kind is to help the advertiser.

A Document in Evidence

The "Dinkie" advertisement reproduced on this page has been figuring in a rather amusing controversy in *The British Printer*, in which the relative virtues, as advertisement display constructors, of the lay-out expert and the practical printer have provided the material for discussion. In the course of this discussion the "Dinkie" display, certainly a very successful example of its kind, was introduced by the lay-out men as evidence supporting their case. From the practical printer it called forth the criticisms that it was lacking in balance, owing to the name-block being too small, or alternatively the



PEACE

"SHE LOVES ME! SHE LOVES ME NOT!..."

The first reproduction of an original drawing by Jacques d'Or in the columns of *The British Printer*.

THE DAWN OF THE INEVITABLE.

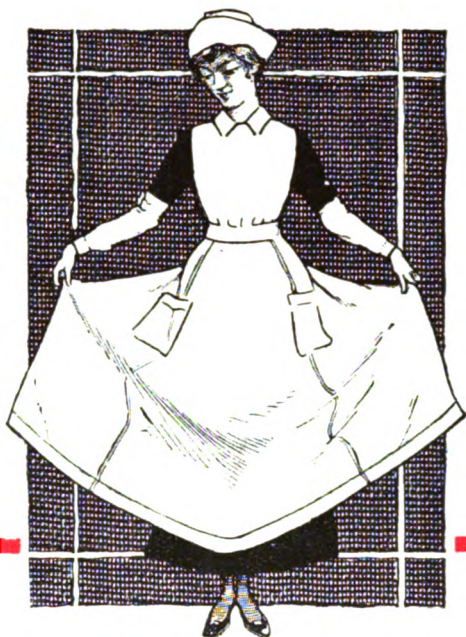
An Allegory by H. DENNIS BRADLEY.

MARS the Deceiver, the Insatiable Spirit of Militarism, hunger, bloodshed, and even a little wealth, waits to capture the Angel of Peace and bind her to his will. Of a sudden a dawn upon his face, a sudden beam that the Angel of Peace and the Spirit of Democracy are one, and that Peace, though within grasp, is not the capture of his sword nor can he be subdued by Force. "Mark how, in the coming morning her flames have entered his heart and he will be kindly hearted and kind to his delectable arm. In furtherance of this great mission it is made to his advantage, I sincerely hope, to plant her wings, and thrust them to the earth." "She loves me! She loves me not!" "Bravest," said he, "batter, batter more, and weary as he is, she has been toward the moon. But strong in the knowledge that thousands of mortals are coming to her aid, she fights against the conviction of her singular soul. For no marriage is possible between this ill-assured pair. Her husband, created more humane, has lost the nervous force, the nerve, the power of Democracy will surely overtake him and thrust the sword sword from his one, his bloody hand."

SOMETHING OF A PUZZLE

I am Miss Frazerton

I am here to pay tribute to the Advertising which has made my Aprons famous



TO begin with my aprons are good value, in fact, exceptional value, so people say, BUT—and here's the point, *if the value had not been made known by good advertising,* the public would still have been in ignorance of the fact. It was the "making known" which "made me." Up to a few months ago my aprons were practically unknown, in fact, they hadn't got a name; then my manufacturers met W. S. Crawford Ltd. They gave the aprons a name and created *ME* and fashioned the selling ideas. To-day my apron sales are more than twenty times what they were some twelve months ago, and this in war time too

Now do you wonder that I pay tribute to the Advertising Service of W. S. Crawford Ltd.? I live along with the advertising of Haig & Haig, Vigil Silk, "Sefton Fabrics," Mark Cross Ltd., Rowe Sailor Suits, Meccano, Caledon Cars, and a whole host of the cleanest and freshest advertising in England. Go and see W. S. Crawford Ltd. the Advertising Agents who place "results" before everything else. It will mean the birth of a new success for your goods

If you want your goods to "get there" W. S. Crawford Ltd. is the Service Agency to assist you

THE ADDRESS IS:

25 CRAVEN HOUSE, KINGSWAY, LONDON, W.C.2

JOHN BULL'S GREAT 1918 BARGAINS

FOR a limited period JOHN BULL & CO., the greatest business concern in the world, offer the undermentioned exceptional BARGAINS (see middle panel). Your money back, guaranteed. Do not miss this unequalled opportunity.



Sports Coat: very smart, a great bargain, with pockets suitable for carrying 18s. 6d. War Savings Certificates.



Combinations for Ladies: will you have these or the Combination of Good Interest and Absolute Security in National War Bonds—25s and upwards.

THE GREATEST BARGAIN OF ALL.

OWING to exceptional circumstances, which (it is to be hoped) will never occur again, JOHN BULL & CO. offer an Unprecedented Opportunity

to buy a price which ordinarily yields but £2 10 0 worth no less than **£5** worth.

This is a money-back offer. J. B. & CO. will repurchase at **£5 5 0** in 1927. These great bargains are

NATIONAL WAR BONDS

yielding **25 %**, with premium on redemption, in place of £2 10 0, the usual rate of British Government Issues (as Consols) with no redemption clause. This is **WONDERFUL VALUE.**



Lace-trimmed Nightgowns: for restful sleep with a good conscience engendered by having bought National War Bonds—**25s and upwards.**



Beautiful Fur Coat: very fashionable, but not so fashionable with the prudent and patriotic as the National War Bond at the same price ... **£25.**



Slip-on Velvet Boots: But there is no need to have cold feet if your money is in War Bonds—from **25s**



Ladies' Golf Stockings: diced pattern. Warm and fashionable, but are they worth as much as War Savings Certificates? **18s. 6d.**



The best Gift for a Child: a National War Savings Book, to buy War Savings Certificates. **18s. 6d.**



A saug Wrap of velvet, trimmed black and white Fur. Exceptional value, only exceeded by J. B. & Co.'s greatest bargain (see centre panel) **£20.**

BUY TO-DAY BEFORE THE SALE CLOSES.

A HAPPY SUGGESTION FOR WAR BOND ADVERTISING FROM "THE CONSULTANT"

lower illustration too large; and that the divided words of the smaller block of matter constitute a grave typographical offence. These criticisms can be justified, but they are rather pettifoggings. I think that as a critic, the practical printer was on strange ground when he went beyond his own province and attacked the copy used in the announcement. This is, I think, open to certain not unreasonable objections; but as a display the advertisement must be allowed to be more than ordinarily attractive—and it was as a display that it was offered for consideration.

A Hint to Advertisement Managers

A well-known advertising agent forwards us the following query, with its accompanying comments: "Why do compositors so frequently separate the number—in my case, the key—from the rest of the address?" asked an advertiser the other day. 'Here is another instance of this stupid practice,' he continued, showing a proof with the number at the end of one line and the rest of the address on another. 'Now,

surely,' he said, 'this is a case for advertising managers to see to. It is detrimental to the paper, for there is no doubt that it leads to the key being left out in correspondence; and it is a continuous source of annoyance to the advertiser who closely follows results.'

"In their own interests managers will no doubt take the hint and pass on the word to the compositors. It seems a trifling thing, but the advertiser who calls attention to it has found it to be anything but insignificant, having a marked effect on the replies credited to the journals."

Too Successful!

It seems rather like an irony that the very people who have been consistently and so cleverly advising the public by advertisement to do their cooking, heating and lighting by means of gas are now compelled to employ the same means to beg the public not to use so much of it. The case for the use of gas has been so effectively set forth that the gas companies are embarrassed by the success of their own advocacy, for owing to coal shortage and Govern-



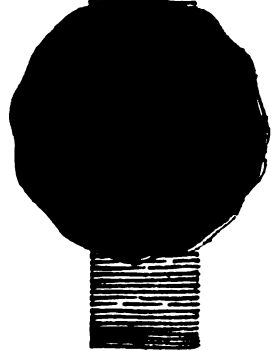
D.S.O.

WE have the pleasure to
announce that this
coveted decoration has
been awarded to

Lieut Colonel P. Blair Tayler
and
Lieut Colonel Percy Izod

who at the outbreak of the War were respectively
General Manager and City Manager of the Dorland
Agency. They joined the Army as lieuts. in the
early months and have risen step by step to their
present rank.

We venture to think that this distinction is an
honour to the Advertising Profession as a whole
and to the Dorland Agency in particular



ment demands they cannot supply the goods.

The appeals made by the companies for a diminished use of gas are now, I see, being supplemented by Mr. Guy Calthrop, Controller of Coal Mines. This gentleman plainly intimates that if the public do not voluntarily use less gas and electricity in order to save coal there must be an enforced economy. No one can say that the advertising of the advantages of using gas has not been attended by results.

Symptomatic

Anyone who has glanced through the papers lately cannot fail to have been impressed by the extent to which journals have been advertised in the pages of their contemporaries. This is not a new feature, but it has to a large extent a new object, and that is to

stabilise sales by inducing the public to become regular instead of casual purchasers. Of course, publishers desire that at all times, but especially so in these days of paper shortage. The advertisements nearly always announce special articles or other features shortly to appear, and the public are generally asked to "order now."

Many Thanks

Mr. T. B. Lawrence has resigned his position as Secretary of the Debating Circle of the Aldwych Club, and the members owe him a debt of gratitude for the energy and enthusiasm with which he has discharged his duties. The addresses delivered at these meetings have been of a high standard of excellence, and the work entailed in securing the speakers has fallen very largely on Mr. Lawrence.

CORRESPONDENCE

A Charge of Cribbing

Editor, THE ADVERTISING WORLD.

SIR,—On receipt of our subscriber's number of THE ADVERTISING WORLD we were exceedingly hurt to notice on page 21 a charge of cribbing levelled against us as proprietors and manufacturers of the "Komo" Handy Mop. This charge refers to the "Modern Witch's Broom" advertisement, which is compared to an illustration purporting to be one of the O'Cedar Co.'s advertisements.

The legendary "Witch and her Broom" has freely been made use of in advertising, along with many other subjects popular in our childhood's memories, such as "Jack and Jill," and other nursery rhymes, and, although there may be several points of resemblance, this is purely a coincidence, which is bound to occur some time or another in the case of subjects so common to all.

Your illustration is the first reproduction we have seen of the advertisement you state to be the original, but to avoid any possibility of injustice we immediately wired our agent to withdraw all advertisements contain-

ing the design referred to pending proof of priority.

This design, amongst many others, was executed in July last, as an original drawing, and accepted by us in all good faith, and our agent as well as the artist strongly repudiate the charge implied. The mere fact of the similarity of the subject in the competitive advertisement makes the design now valueless, and we are permanently withdrawing same.

In conclusion, we may say that we have not had any complaint from either the O'Cedar Company or their agents, and we feel sure that in common justice you will give equal publicity to this disclaimer as to the article of which we complain.

Yours faithfully,
For the "Matchless" Metal
Polish Co., Ltd.
Advertisement Manager.

[We have much pleasure in publishing this disclaimer as requested. At the same time we think it will be agreed that the coincidence referred to was of such a character as fully to justify our observations.—Ed., A.W.]

"THE GRAPHIC"

is to-day the

Tank of Fleet St.

Each issue, each week banks up to its credit its right to the pedestal of Britain's Premier Illustrated Weekly.

Like our Fighting Men

"THE GRAPHIC"

is always at the front, always sought for and found in Clubland, welcomed and enjoyed in Country Houses and Hotels, admitted and depended upon the world over as a source of topical interest, instruction and entertainment.

1918 Advertisers should therefore put their money into THE TANK OF FLEET ST.

"THE GRAPHIC"

where £70 secures

BIG PAGES, BIG CIRCULATION & BIG RESULTS.

GEORGE SPARKES

— Director of Advertising —

Tallis House, Tallis St., London, E.C.4

THE ADVERTISING MAN'S LIBRARY



Mr. Casson Discourses on Human Nature

"Human Nature." By Herbert N. Casson. "The Efficiency Magazine." 10s. net.

The advertising man who invests ten shillings in a copy of Mr. Casson's latest book will spend his money to exceedingly good purpose. It will not only add considerably to his store of practically useful knowledge, but it will assuredly open up to him a number of avenues of thought which he may explore for himself with profit.

In writing his book Mr. Casson has adopted the plan of passing the fundamental facts of human nature rapidly in review and commenting upon each in his own conversational manner as it appears. This gives it a simple and most convenient arrangement and, the author being the lively conversationalist that he is, makes it unusually easy and pleasant reading.

Despite the publisher's statement that "this book presents a new theory of Human Nature" we were unable to discover much matter that is new in it; but by no means value it the less on that account. If it contains little that is new it has in it a great deal that is true—and that is very commonly overlooked.

It is one of Mr. Casson's outstanding qualities that he can always perceive the obvious and that he never despises a commonplace. The facts with which he deals are most of them of the very self-evident variety. They are admitted to be so by all those whose attention has been drawn to them; but they are very generally ignored while earnest inquirers spend an infinity of time and trouble in following the tracks of what may not be facts after all, and at best are likely to be facts of comparatively small importance.

Add to this that he relates his facts to each other and to the affairs of everyday human life with an unflinching skill, and presents them with a freshness and vitality that lends them new significance, and the result is not merely informing but genuinely educative.

Mr. Casson does not make light of individual differences between human entities, but he notes that "people are not as different as they think they are. The main purpose of this book," he says, "is to prove that the variables in Human Nature are not as important as the unities."

Though there is no such being as the Average Man, most of us closely approximate to him.

Consequently, when we have mastered what is constant in human nature, in all times and places, we shall have gone a long way to understanding the feelings, thoughts and actions of any human individual or group. And since, in the last resort, the measure of our achievement in every department of social life will be the measure of our understanding of our fellows, it is highly advisable that we should learn all we can of the motives governing their activities.

In succeeding chapters Mr. Casson proceeds

to argue upon the premisses that "Everybody—Wants; Feels; Fears; Imitates; Is Different; Believes; Thinks; Has Habits; Changes; Needs Praise and Blame; Respects Leadership; Is Sexed; Is Conscious and Subconscious; and Has Ideals.

He points out that if these be allowed—and they cannot easily be denied—there is very little in human action they will not account for.

"I have been compelled to notice," he says, "whenever I studied any subject deeply I have always arrived at Human Nature. All roads have led to the same place."

A good many people have made the same observation, including most successful advertising men: for some knowledge of human nature and its normal reaction to certain stimuli is the essential element in advertising operations. Every increase of knowledge in this direction is, however, a clear gain to the advertiser, who has to spend a great deal of money fruitlessly for lack of it; and here Mr. Casson's book should speedily prove its material value to business men in a most satisfactory manner. If advertising is in general of much lower efficiency than it might be—as is generally admitted—it is mainly because advertisers address consumers without anything approaching a clear understanding of even their most salient and common characteristics.

It is particularly important that advertisers should fully realise that man is a feeling more than a reasoning being, that, indeed, in Dryden's phrase, "Men are but children of a larger growth," and that what is most primitive in human nature is most permanent and powerful. It is all to the good that plain, straightforward appeals should be addressed by advertisers to the reason of possible customers, but it must not be supposed that such cold catering is enough. Men and women are not discarnate minds, and, as Mr. Casson remarks: "Feelings were made before Facts. Before Opinions, too. Before almost everything else. And no man can understand the place he is living in, nor the people he is living with, nor his own nature, until he appreciates the terrific power of this mysterious planetary force called Feeling."

There is much in Mr. Casson's book that will excite discussion and provoke disagreement. It touches upon many highly debatable subjects and often comments upon them in a particularly—very possibly intentionally—provocative manner. His readers may, as they will, find this out for themselves.

What they will also discover is that the book is a "live" book, full of solid information and thought and informed by a robust common-sense, and that above all it is a fertiliser of their own minds—a thought-maker and not only a thought-broker.

The Sagacious Spider



When Mark Twain, in his early days, was editor of a Missouri paper, a superstitious subscriber wrote to him saying that he had found a spider in his paper, and asking him whether that was a sign of good or bad luck.

The humorist printed the following answer :

"Old Subscriber : Finding a spider in your paper was neither good luck nor bad luck for you. The spider was merely looking over our paper to see which merchant was not advertising, so that he could go to that store, spin his web across the door, and lead a life of undisturbed peace ever afterward."



Truth is often written in jest, and this Mark Twain story carries a moral which you can take to heart—

But remember, advertising is a science—an expense if done badly—and investment if done well.



SIVITER SMITH SERVICE
Siviter House, Birmingham.
London : 10, Lincoln Inn Fields.
Ireland : 19 King's Court, Wellington
Place, Belfast.

The Story of the War

is told best of all in

THE SPHERE

which by its interesting diagrams
and brilliant pictures has

**no rival
among War Papers**

Consequently it is the

FAVOURITE WAR PAPER

with the intelligent and better class
public,

and therefore it is

**unrivalled as an
Advertising Medium**

Advertisers should write for further
information and Rates to the Manager
(Advertisement Department), 6 Great
New Street, E.C.



The Fish Shortage

Now that fresh fish is so scarce and dear, try "Jack Tar Tuna." It is a fine firm cutlet of fish tasting like the breast of tender chicken.

It keeps indefinitely in the tin, so that you need never worry about fish shortage—all you have to do is to "open a tin of Tuna."

JACK TAR TUNA FISH

Imported and guaranteed by the proprietors of "Jack Tar Tuna" if unable to get it, send your name and address and it is stamped for a job in to Angus Watson & Co. Newcastle-on-Tyne

A NEWCOMER

honourable position there. Vendors of goods that only create bad will would rather pray to be forgotten than remembered.

Of current advertisements that have



REAL SCOTCH WOOLTEX

WOVEN UNDERWEAR

for LADIES, GENTLEMEN and CHILDREN.

"WOOLTEX" maintains its pre-war quality standard, and is the best underwear value in the Kingdom.

NOTE.—The shortage of Woollen Underwear is very great to-day, but will be much more so in another month or two, with a consequent big advance in price. Lay in ample supplies now.

Write at once for our "Woollen" Catalogue—it will save you money.

PETTIGREW & STEPHENS, Ltd., English Woollen Mills, Sauchiehall Street, GLASGOW.

A DIVIDED DISPLAY

attracted our notice we were particularly pleased to remark the commencement of a new series of "Chairman" tobacco advertisements, illustrated by that admirable pen craftsman, Mr. Leo Cheney. "Mr. Jolliboy" is likely to become an exceedingly popular advertising personage. In these trying days his cheery presence will be more than ordinarily welcome. He is not, of course, a direct salesman, but he will help not a little to surround the advertiser's proposition with the atmosphere most favourable to its acceptance.

**The exceptional quality of Gong Soups**

The following letter is an eloquent testimony to the quality of Gong Soups:—

"The enclosed parcel has been returned from the Near East after an absence of over a year, owing to the death of a prisoner. All its contents were damaged or spoilt (I send two samples) except your most excellent Gong Soup Squares which are the only things returned intact and usable. Enclosed are box and wrapping as I received them.

Yours faithfully,

(Signed)
Mayoress of"

Gong Soups are satisfying and sustaining, as rich as home-made soups and much easier to prepare.

They are a godsend in the home in these days of food scarcity and high prices; they are welcomed by the fighting forces overseas, especially on the distant front where vegetables are difficult to obtain.

12 VARIETIES. 2^d PER PACKET.

GONG SOUPS

GONG Ltd., Thames House, London, E.C.4.

SURE TO BE READ

rather questionable whether something more definite in the way of salesmanship would not have added to the usefulness of the announcement, more especially as it appeared in a weekly circulating among readers of a high social grade, to whom, if our memory serves us well, "Vi-Cocoa" has not before been very frequently offered.

If "Jack Tar Tuna Fish" possesses anything like the good qualities claimed for it—which we have no reason to

LOOK at a copy of
the current issue of

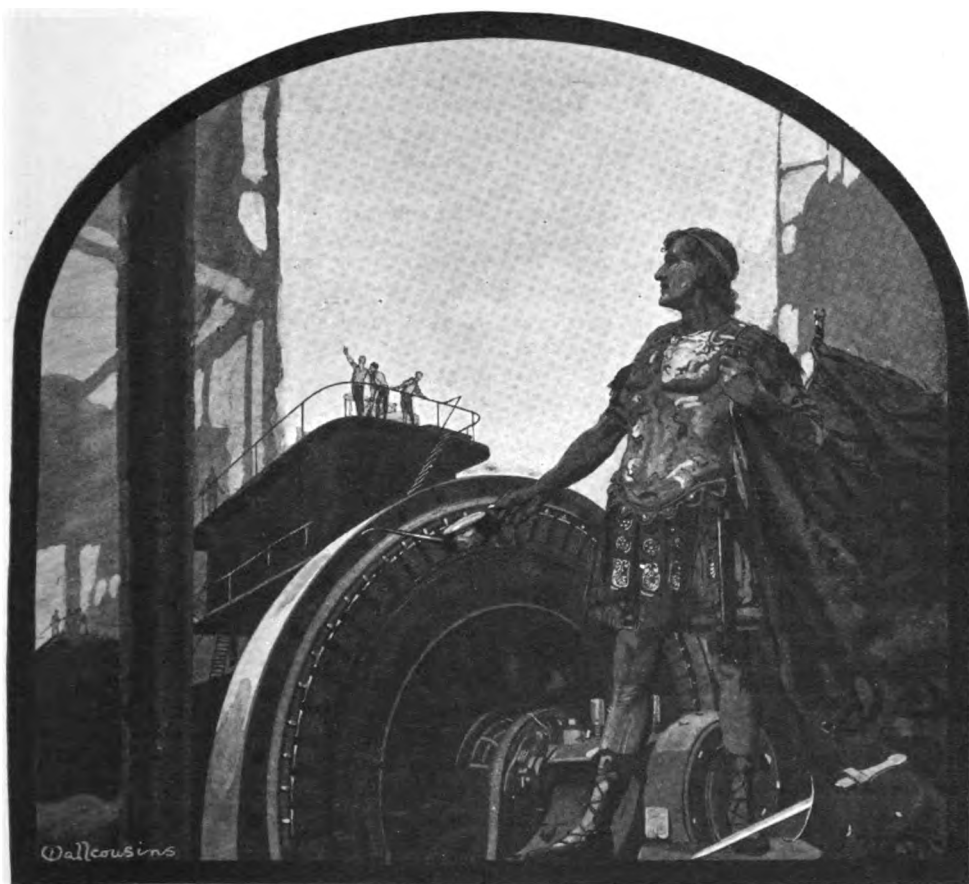
THE
WINDSOR,
The Nation's Home Magazine

The most casual glance will show you the measure of support this well-proved medium is receiving from FIRMS WHO KNOW. As an experienced advertiser yourself, you can draw your own conclusions.

If you wish to test the matter further, try an announcement in the April and succeeding issues.

Series Rate £30 per page and pro rata.

Advt. Manager,
WINDSOR MAGAZINE,
Warwick House, Salisbury Square,
London, E.C. 4.



When the engine of war is scrapped and the wheels of industry restart, you will need all the assistance that masterly advertising can give your business. Consult the Carlton—the organization founded on the principle that no art, artistic or literary, is too good for the service of British commerce—and by far the biggest and most perfectly equipped publicity institution in the world.

CARLTON STUDIO & AUXILIARY

Carlton House, Great Queen Street, Kingsway, London, W.C.2.



exceptional quality of Gong Soups." No one would suppose "soup squares" to be so liable to damage as the cigarettes, packet tobacco, etc., accompanying them in the damaged parcel of the illustration. It is doubtless true that durability is a merit in a food product of the kind in question; but it is not the one that can be its first or chief recommendation. Evidence of food value, or even of palatability, would be much more to the point. If as "reason-why" argument the advertisement does not strike us as carrying much weight, it none the less forms very useful general publicity. It could not be overlooked, and calls effectively for more than a passing glance.

"Army Club" cigarettes have for a long time been among the most extensively and interestingly advertised of smokables. The advertisers' policy

throughout has, it is plain to see, been to confine themselves to obtaining the strongest publicity for the brand-name of their speciality while giving it the most pleasant of associations in the public mind. In this aim they have certainly succeeded.

The good name and wide popularity of "Army Club" cigarettes—apart from the fact that they have given satisfaction upon



Your Safe Shield against Infectious Illness

YOU cannot stop dangerous bacteria from entering your mouth and throat—especially in crowded stuffy places where the atmosphere is polluted by people suffering from Colds and Sore Throats, Influenza, and other catchable diseases.

But you can—and should—avoid these preventable risks by the regular use of Formamin Tablets, which practically render your mouth and throat impervious to germ-attack.

Discovered in the month, these handy palatable tablets promote an abundant flow of saliva, which they combine with the most potent germicidal properties. Thus, the saliva itself becomes a true antiseptic. Such, having every part of the mouth and throat and destroying all harmful bacteria.

Every day use genuine FORMAMIN
The Germ-killing Throat Tablet

Having been for the last ten or eleven years a great success story, these and their completion, Formamin E. S. Tablets, I was allowed to say before in my Formamin advertisement, "I have the right to tell you that I derived enormous benefits from their use."

Again, Formamin Tablets bring relief to the "Bad" Formamin tablets should be a preventive against Colds and Sore Throats, so we take when the first symptoms appear, the cure is immediate.

As to this simple precaution in future. Always carry a bottle of Formamin with you, and use it before you get into any place, if you appear nervous, Colds and Sore Throats—also against influenza, because the following testimonial, brother Formamin, means this:

Buy a bottle of your choice in the place you wish, and be ready to get the genuine original Formamin Tablets.

GENATOSAN LTD (British Patent) 10, LONDON, W.C. 2.
Chairman: LADY RACEWORTH, 11, CHURCH ST., LONDON, W.C. 2.
Note: To protect you against substitution, Formamin will label on its glass a new device, which will be announced shortly.

Shove the Union Ahead—It Must Carry You With It!!!
Don't Persuade With a Bludgeon—Use Brains!!!
Take Your Gruel—Don't Play With the Spoon!!!

THE WORKERS' UNION IS THE TRADE UNION MIRACLE!!!

The Weekly Income During
the First Twelve Weeks in 1904 was £11

The Weekly Income at present is **£4,500**

In fourteen years the weekly income
has increased **FOUR HUNDRED
AND NINE TIMES**, and is still
steadily rising. It is safer than
the safest Bank!!!

ARE YOUR WAGES LOW?
DO YOU WANT THEM RAISING?
DON'T WAIT! DON'T HESITATE!
DON'T WONDER! DON'T BLUNDER!

THE WORKERS' UNION.
11, Lyndhurst Gardens,
Hampstead, London, N.W. 5.
C. Duncan, M.P., Gen. Sec.

JUST BOB IN—THE DOOR'S WIDE OPEN

Telegraphic Address: Caineboopex, London. Phone: 3795 Han-pined, London.

DIGNITY PLUS SALESMANSHIP

trial—have been built upon advertising in which nothing like a selling point has, we think, been attempted. The advertisers in order to create a favourable disposition towards their proposition relied upon the impression made by the style of their announcements, not upon any specific details of salesmanship in print.

In the case of a speciality which cannot easily be differentiated from others of the same class by verbal description this is undoubtedly a wise course to pursue. Distinction in matter being almost impossible, distinction in manner must diligently be sought for.

Of the two "Army Club" announcements figuring on page 106 the smaller is a "line" rendering of the two-colour original by Mr. Will Owen that, with others of the same series, has recently been one of the advertising attractions of the higher-priced weeklies. The other is from a series, equally effective in a

Picture Offer

To "De Reszke" Smokers

This picture, "Miss America Arrives—She Visits the Gold-Stripes," printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 53.



Miss America Arrives

Episode II.

She Visits the Gold-Stripes.

"Awfully jolly of you to look us up so soon, Miss America."

"Why, I guess we owe you something, don't we? And we are not going to forget it! Here's a little something to go on with—a few of Uncle Sam's BEST."

Public endorsement of the "DE RESZKE" American Blend.

THE following are a few more * of the opinions regarding "De Reszke" American Cigarettes which we have recently received from smokers whose words must carry weight. Good words from such men cannot be bought or sold. They must be won on the field of merit, where outstanding quality alone creates the murmur of applause:—

Arthur Playfair, Esq., writes:—

"I found the 'De Reszke' American Cigarette excellent, and have since advised my friends to get them."

"**Richard Dehan**" (Author of "The Dop Doctor") writes:—

"I have always appreciated the 'De Reszke' Cigarette as one of the finest Turkish blends obtainable. I find in the 'De Reszke' Americans a flavour and mildness which are calculated to enhance your deserved high reputation amongst literary and professional people."

See the personal guarantee of Mr. J. Millhoff, the doyen of all blenders, enclosed in every box of "De Reszke" American Cigarettes.

* Numerous other opinions may be seen in other "De Reszke" advertisements.

20
for
1/5

10 for 8½d., 50 for 3/6, 100 for 6/10

SOLD EVERYWHERE

Or post free from J. Millhoff & Co., Ltd. (Dept. 70),
86, Piccadilly, London, W.1.

25
for
1/9

"De Reszke" American CIGARETTES

different way, which pictures army "types," and enables them to say a good word for the cigarettes advertised in the racy language that is peculiar to them.

The "Strength of Britain Movement" cannot be congratulated on such a presentation of its case as is shown in the display reproduced on page 106. This is a pictorial and typographical muddle of the worst kind. The cartoon is not only disingenuous in misrepresenting the situation it pretends to picture, but is as a drawing about as unattractive as it could have been made. The text contains some powerful argumentative material, but is set in such a medley of types that each section of the display is at war with all the others, and the whole cannot be read without acute discomfort. A score or more different types and sizes of type are, indeed, used in this comparatively short announcement, and the result is a confusion that must repel all but the most determined readers.

If these prohibitionist advertisers wish to secure a full measure of publicity (Continued on p. 112.)

GOOD HEALTH
IS THE GREATEST OF ALL ECONOMIES
Ensure its Possession by the Frequent Use of

JOINTUS SALT

THE MOST PLEASANT AND SOOTHING APERIENT

The Aristocrat of Morning Salts

The Morning Salt de Luxe

A MONTH'S TREATMENT IN EACH PACKAGE.

JOINTUS SALT MAKES YOU FIT FOR EVERY DAY

JOINTUS SALT ANALYSIS:
LITHIUM SALT
SODIUM CITRATE
SODIUM BICARBONATE
SODIUM CHLORIDE
SODIUM SULFATE
SODIUM PHOSPHATE
SODIUM GLUCONATE
SODIUM LACTATE
SODIUM ACETATE
SODIUM TARTRATE
SODIUM CITRATE
SODIUM BICARBONATE
SODIUM CHLORIDE
SODIUM SULFATE
SODIUM PHOSPHATE
SODIUM GLUCONATE
SODIUM LACTATE
SODIUM ACETATE
SODIUM TARTRATE

RHEUMATISM
LUMBAGO
GOUT
SCIATICA
NEURITIS

ECZEMA
KIDNEY TROUBLE
INACTIVITY
ARTHRITIS
DYSPEPSIA

CONSTITUTION

JOINTUS SALT TAKEN IN HOT WATER
BEFORE BREAKFAST WILL MAKE YOU
BRIGHT AND VIGOROUS FOR THE DAY.

Not a weak or severe remedy, but a scientifically-produced salt, pleasant to take and with the analysis printed on the boxes and labels, which can be examined by your physician.

You will be relieved in the shortest time when JOINTUS SALT is used for the removal of your rheumatism and gout.

OBTAINABLE FROM ALL SOLE'S BRANCHES.
SOLE'S, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

ALTOGETHER ILL-LOOKING

Better Value than ever for Advertisers !

Now that all the London Evening Papers are one penny the **EVENING STANDARD** has further advanced in prestige, and, with the exception of the **FOUR-INCH SPACES** in under and next matter positions on pages one and two, practically all space is booked for some considerable time ahead. : : :

Page 1, £20 each. Page 2, £16 each.


British Industries Fair





PENNINGTON STREET, 13 MINUTES MARK LANE STATION UNDERGROUND

EXHIBITION HALL, MILE END ROAD

MARCH 11 to 22.

 Pyram Manufacturing Co. extend a cordial invitation to British and Overseas advertisers to visit their stand at the British Industries Fair.

 The exhibition will include a wide range of models, trade-marks, mascots, etc., made to the order of leading British advertisers, to enable them to economise in advertising, and, in spite of the ever-increasing difficulty in the supply of paper, to keep their name and trade-mark prominently before the eyes of the public.

 If you are unable to visit this stand, which will undoubtedly be one of the most interesting in the exhibition, you are cordially invited to write us for photographs and details. On receipt of a reproduction of your trade-mark, mascot, or similar figure, we shall be glad to submit our suggestions, together with a rough estimate of the cost.

DRUMMOND WALKER & CO.

Agents to the Pyram Mfg. Co., New Malden

63 QUEEN VICTORIA STREET, LONDON, E.C.

for their pleading they should study the methods of experienced and successful advertisers. It will then soon become plain to them that such a display as that under notice is little likely to achieve the ends for which, presumably, it is intended.

There is a "certain liveliness" about the appeal of "The Workers' Union" that is in its own fashion rather engaging. Unless it is designed solely to influence the unintelligent and predatory among "workers," something a little more definite to explain its character and policy would, however, probably have increased its practical efficiency. This sort of tub-thumping in print cannot add to the respect in which those who indulge in it, or the propositions they put forward, are held. Print is a cold medium of communication as compared with street-corner oratory; and it is a mistake to import the methods of the latter into an atmosphere that allows of leisured examination and dispassionate judgment. We know nothing of "The Workers' Union," but its advertisement gives us the impression that it can offer only remarkably "thin" claims to support—which is scarcely what it was meant to do.

An excellent decorative illustration by Mr. Harold Nelson, whose work is always distinguished, makes the advertisement of "Formamint" reproduced one of the best that have appeared since this well-known speciality passed into British control. The accompanying "copy" is an excellent example of what an able advertising man can do in the way of salesmanship when he has a subject that lends itself to his handling.

Good as it unquestionably is, this advertisement is conceived on very

conservative lines, and we should much like to see advertisers of this class becoming a trifle more adventurous and experimental in their advertising. There is more than one way of presenting such a proposition as this, and the very fact of being different from the crowd would give the advertiser who broke away from the tradition so universally followed a decided advantage.

Whatever class of consumer he may be concerned to address the advertiser is probably ill-advised who makes his announcements look "cheap." For instance, the mere appearance of the "Jointus Salts" display would lead a great many people to class the "goods" as of a low grade. If the advertiser would create a belief in the quality of his commodity he must suggest it by the quality of his advertising. The "Jointus" advertisement looks like a mere fortuitous agglomeration of types chosen at random, with pictorial accessories that might have been provided by the advertiser's office boy.

Assuming that the matter of the advertisement is all that could be desired, it would be quite as easy to set it in type of the most pleasing character and arrange it in an orderly and attractive fashion. The illustration used, out of drawing and devoid of pen-craft, could equally readily be replaced—at the cost of only a guinea or two—by one sufficiently workman-like quality.

This being so it is difficult to understand why the advertisers are content to let themselves be represented by such an ill-dressed display. An advertisement, like any other commercial traveller, cannot afford to be an exhibition of bad taste or shabbiness if it is to secure an entrée into the right quarters.

Two members of the staff of the Dorland Agency have just been awarded the Distinguished Service Order. They are Lieut.-Col. P. Blair Taylor and Lieut.-Col. Percy Izod. At the outbreak of the war the former was General Manager and the latter City Manager of the Agency, and both joined the Army as lieutenants in the early days of the war. We offer our congratulations alike to these distinguished officers and to the Dorland Agency. The honour they have won reflects credit alike on the recipients and on the advertising business. Their confrères are proud of them.

The Committee of the Aldwych Club have been regretfully obliged to make a rule, which has already been put into operation, that guests will not be allowed at luncheon. Members may, however, have guests in the lounge or in any other of the club rooms after lunch. The decision, the Committee explain, has been made imperative for three reasons—1st, the increased number of members using the luncheon room; 2nd, catering difficulties; 3rd, the increased comfort of members.



Write for copies of Stories of Successful Advertising Campaigns

These Stories originally appeared in "*The Advertising World*," "*The Advertiser's Weekly*," and "*Selling and Advertising*". They show what our work looks like from the standpoint of the well-informed and independent observer.

They will be sent post-free to bona-fide Advertisers in any part of the world on application.

CHARLES POOL & CO., LTD.

The Personal Service Agency with over 50 Years' Experience

180-181 FLEET ST., LONDON, E.C.4

Telephones :
City 1473-4.

Established 1864.
Geo. Murray, Managing Director.

Telegrams :
"Advexero, London."



Style and Action

The busy man can rely on the Cameron Pen for length of faithful and efficient service.

The nibs are modelled on the favourite steel nibs of the world, and are made to suit all styles. The points are sound in make, wear well, and do not grow harsh and unpleasant with use.

The filling of the Cameron gives no trouble—merely put the pen into any ink-bottle, press the bars and it fills. What greater boon could there be for a busy man than a pen that thus saves time and bother?

Cameron Safety Self Fillers

With Waverley, Hindoo, "J." Bankers, or Normal Nibs, 15/-

Illustrated List from Stationer or

MACNIVEN & CAMERON, LTD.,

WAVERLEY PEN WORKS, BIRMINGHAM.

LONDON: 30 Shoe Lane, E.C.4. EDINBURGH: 23 Blair Street. GLASGOW: 13 West Regent Street. PARIS: Kirby Beard & Co., Ltd., 5 Rue Auber.

A HINT TO ADVERTISERS

Editor, THE ADVERTISING WORLD.

DEAR SIR,—It has been noted that quite a variety of household commodities are being advertised in the Press at the present time which are unobtainable in the shops. This would seem to give rise to unnecessary waste of time on the part of would-be purchasers, and on the part of shop assistants in replying to inquiries. Of course, advertisements which are drawn up in such a manner do not serve any *really useful* purpose.

It is not contended for one moment that because a manufacturer cannot supply such quantities of his goods as

he would like to, the advertising of them should be entirely withdrawn. Quite the contrary, under present conditions it is more than ever desirable to keep his name before the public, but it is submitted that the better way would be to state (as is done in some cases by very large firms) that, owing to restricted output, difficulty might be experienced by the public in getting the particular goods advertised. This would inspire confidence; the other method irritates.

Yours faithfully,
E. J. APLIN.

OVERSEAS ADVERTISING

Trade in South Africa

FROM MR. T. C. WHITE, principal of White's Advertising Agency, Port Elizabeth, we have received an interesting letter concerning the business outlook in South Africa. In the course of it he says:

"These are very difficult times for advertising agencies. Overseas trade is very limited, and local stocks are either scarce or else the demand makes advertising unnecessary.

"Port Elizabeth cannot complain on the whole. As the largest wool centre, the abnormal prices have made not only the farmers prosperous, but incidentally the produce houses and commission agents. Again, we have a very large manufacturing centre here—chiefly boots and shoes, harness and saddlery, biscuits, furniture, etc., and the demand has increased enormously, due, of course, to curtailment of imports.

"Advertising has been severely curtailed, and I am afraid there is little likelihood of any improvement until after the war. We have heard less about the paper shortage these last few months, but tariff rates have jumped up from 33½ to 100 per cent. or more during the last two years, and some daily newspapers have doubled the price of the papers also.

"These are minor matters, however, to what you have been through and are going through. South Africa has not felt any pinch yet, and it is safe to say that it has never been

more prosperous. Factories are increasing rapidly in every part, many of the large centres entering into keen competition for position, and more South African raw material is being developed than ever, and water conservation and irrigation schemes are being promoted in several districts, but particularly in the Midland district, of which Algoa Bay is the natural outlet.

"Unfortunately machinery of all kinds is very scarce. Many big developments will have to wait until Priority Committees have ceased their functions, and a shortage of spare parts in the boot, furniture, motor, agricultural trades, etc., is foreshadowed, although it is surprising how well everybody has managed up to the present.

"Railway traffic is very much restricted owing to shortage of engines, all excursion facilities have been withdrawn, and several of the larger agricultural shows have cancelled their fixtures for 1918.

"I have organised a publicity association for the city, which has been long needed, and our first big job is to try to bring visitors during our best climatic months: April, May and June. This year we are creating a big programme to take place in May as a start. The merchants have subscribed nearly £800 for the purpose. We are engaged in a scheme for creating a winter season for Port Elizabeth."

The net profit of Messrs. Selfridge & Co. for the year ended January 31st, 1918, after paying all expenses (including over £11,000 for prizes and expenses in connection with the sale of National War Bonds, which resulted in a subscription of £3,378,000), amounts to £258,763, to which has to be added £127,192, the amount brought forward from last year's

accounts, making a total of £385,955. £10,500 is appropriated to pay the year's Income Tax on the Preference Shares and £35,000 to pay dividend of 7 per cent. on the Ordinary Shares, the balance of £155,523 is carried forward to the next account. The net profit for 1916 was £225,137 and the amount brought forward £78,730.

NOTES ON MEDIA



THE proprietors of *The Manchester Guardian* have found it necessary to raise the price for the paper, which is now 1½d. daily. The change came into effect on January 28th. The charge for the Saturday issue has, however, been reduced from 2d. to 1½d.

"THE MANCHESTER
GUARDIAN"

MR. GEORGE SPARKES has turned to good purpose Mr. Percy Macquoid's delightful series of "weather forecast" drawings which had been so popular a feature of *The Daily Graphic* till their publication in war time was stopped by order of the Government. He has used these—a set of six—for a folder to advertise the paper, and in well-chosen phraseology, adapted to the changing conditions of the weather, has shown that in all conditions of the social and political barometer *The Daily Graphic* is the paper to read, and therefore to advertise in. We quote one of the happiest as illustrative of the series—"Set fair is the advertiser's weather in *The Daily Graphic*. Look at a copy. Study not so much the advertisement as the editorial side. In the latter is the 'set fair' prospect for the perspicacious advertiser who is also persistent. Remember the lawyers' offices, the doctors' rooms, the quiet hotels, the vicarages, and the fine old country houses where you have seen *The Daily Graphic*. Those readers are the very customers you seek, and the most difficult to win. But once you do win them you keep them! Now look at the Rate Card, and for 'fine favourable breezes and a clear (trade) sky' write Mr. G. Sparkes," etc.

The folder has been most attractively turned out, printed in two colours on a beautiful antique paper.

AFTER enjoying much popularity since its establishment in the early days of the war as *The War Budget*, that excellent little publication has now changed its name and become *Everyweek*, the first issue under the new title appearing on February 14th. The war, and subjects relating thereto, continue to form the main staple of the literary and pictorial diet, but the change of title enables a wider field of interest to be covered, and will prove useful when at last the war is over. *Everyweek* is very attractive, and many well-known writers and artists have been engaged to contribute to its pages.

"EVERYWEEK"

Have you a desire
to do

BUSINESS
OVERSEAS?

If so, you should advertise in the paper with the greatest fascination for Colonial readers. That paper is the Overseas Weekly Edition of the "Daily Sketch," which comprises six current issues bound in a convenient attractive cover for mailing abroad, and it is on these covers that advertisements appear at the rate of £12 per page. Because of the hundreds of interesting pictures each issue contains, the Overseas Edition of the "Daily Sketch" is passed from homestead to homestead. Advertisers have testified to the wonderfully wide results their announcements in the paper have produced.

Specimen copy on application.

46, SHOE LANE, E.C.4.

MR. A. O. RICHARDSON

Messrs. Martin's New Advertising Manager

MR. A. O. RICHARDSON has been appointed by Messrs. Martins, Ltd., the cigar shippers, to succeed Mr. Clifford Martin as advertising and sales manager and controller of their tobacco funds department.

Mr. Richardson is a notable personality in



MR. A. O. RICHARDSON

the world of advertising. Journalistic work led him to copy-writing, and as copywriter he became associated with leading agencies in New York and Chicago. Going to Australia he acted for one year as advertising expert to *The Sydney Daily Telegraph*, and then, in 1907, founded the Richardson Adver-

tising Company of Melbourne. For seven years he controlled this organisation, which has become a large and well-known agency in Australia, and now has branches in Sydney, Adelaide and other Australasian cities. He had complete control of the "O.T." campaign from the time the beverage was first marketed until four years later, during which the sales grew from £400 to £40,000 per annum. The Australian sales alone totalled 1,000,000 bottles annually, and this in a country with a population of less than 5,000,000. At one time he was handling with marked success over twenty beverage campaigns, and acted in an advisory capacity, planned campaigns and wrote copy for over three hundred national and international advertisers. Mr. Richardson has also handled overseas' advertising campaigns on a big scale and with conspicuous success for Stewart Dawsons, Horlick's Malted Milk, Chateau Tanunda Brandy, Martell's Brandy, Daimler Motor-cars, Michelin Tyres, Thorne's Whisky, Warner's Corsets, Abdulla Cigarettes, Nobell's Cartridges, Sarotti Cocoa, John Strange Winter Toilet Preparations, Breakfast D-Light, and Lipton's Teas. Mr. Richardson organised the only advertising exhibition ever held in Australasia.

Returning to England in 1914 he was appointed advertising manager to the Provincial Cinematograph Theatres, Ltd., and Associated Provincial Picture Houses, Ltd., and his work produced splendid results. In 1915 he became associated with the Palmer Newbould Advertising Agency and the Ferrestone Press, Ltd., and was made a director of those concerns, and later managing director.

In the first month of the war he assisted the British Red Cross Society by designing poster stamps for their use, and has done other war work.

He will be known to most of our readers as author of "The Power of Advertising," now in its fourth edition, and is also the author of "Britain's Awakening."

Business Going Out

The Tonides cigarettes have been widely advertised of late by the Robert Sinclair Tobacco Company (London wholesale agents, Messrs. Henry Scholey, 8 Regent Street, S.W.1). The publicity campaign has been entrusted to Messrs. T. B. Browne.

The advertising of the Ford Food Boats "to fight feud-boats" is being undertaken direct by the Ford Boat Company, North Audley House, W.1.

Messrs. W. H. Smith are undertaking the publicity for the British Queen vacuum cleaner on behalf of the British Home Utilities Co., Ltd., 37 & 38, Hatton Garden, E.C.1.

The placing of the advertisements of the New South Wales Government 5½ per cent.

Conversion Loan was entrusted to Messrs. G. Street, of Cornhill.

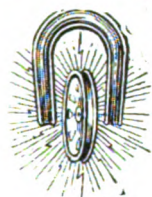
Large spaces have been taken of late by the Clayton Aniline Company, of Manchester, to set forth their view-point of "The Dye Situation." Double columns have been a good deal favoured for the purpose, and "readers" were used.

The Progress of "Punch"

WE HAVE already referred to the fact that on January 1st the space booked in *Punch* was equivalent to the total available space for 35 issues, and we can now add that during January the amount of the booking was sufficient to fill ten more issues. Thus on the last day of the month the booking in advance for 1918 was equivalent to the whole of the available space for 45 issues.

Memorandum

Don't pass this by ! It is very important.



The Advertising Rights on the cars of the Dudley, Stourbridge and District Electric Traction Co., Ltd., Birmingham District Power and Traction Co., Ltd., South Staffordshire Tramways (Lessee) Co., Ltd., and Wolverhampton District Electric Tramways, Ltd., operated by the Birmingham and Midland Joint Committee are now under the sole control of the Advertising Committee of the British Electrical Federation, Ltd.

As orders are being rapidly booked for the spaces on these cars, now is the opportunity of securing a share of the publicity which is testified to by the 53,850,084 passengers carried annually.



For particulars and terms write to :

THE ADVERTISING MANAGER,

The British Electrical Federation, Ltd.

1 KINGSWAY, LONDON, W.C.2



SUBSCRIBERS' ADVERTISING



MR. T. HAYNES, of Chorley, Lancashire, forwards us a novel advertisement of his Pekingese dogs. It was designed by Mr. V. S. Homewood, and appeared in *Our Dogs* as a full page, 8½ inches by 12 inches. The central feature is a line drawing of a Chinaman, and he is surrounded by reproductions, in half-tone, of the Pekingese, some of them prettily represented as on the paper shades of Chinese lanterns. It is a display which would certainly attract notice, but would have been more pleasing, we suggest, if a shaded or stipple background had been used instead of one of solid black. The definition of some of the dogs is rather poor. Perhaps they objected to sit still for their portraits. The lettering at the top of the page is somewhat crowded.

THE QUALITY COAL COMPANY, Wallasey, forward us a copy of their new and attractively produced little house organ, "The House of Quality," which describes their Quality Motor Service. Measuring 5½ inches by 8½ inches it runs to sixteen pages and covers, and is printed on a heavy white glazed paper, except for the covers, which are a deep red brown. The first few pages are set in Westminster Old Style, and the latter in Caslon Old Face, though why the

same kind of type was not used throughout we cannot say. This and the rather frequent changes in size of type, to our mind, militate against the good appearance of the booklet. The heavy black letters on the first text page are another drawback, but with a few changes the booklet might be made very comely in appearance, and it is a pity that what might so easily be made a very good-looking piece of work should be rather spoiled by a few trifles. The dainty little blocks printed in two-colour half-tone placed across the tops of the pages do much to give a pretty decorative effect. The technical articles are of a useful character.

MESSRS. W. BUTCHER & SONS, Camera House, forward us a copy of their house organ, called "Camera House Cinematograph Journal," now produced on entirely new lines. It is a brightly written little bit of advertising for the films in which the company are interested, and is addressed to the exhibitor. A very modest publication of eight pages, 5 inches by 8½ inches, with half-tone illustrations, it is set in well-chosen type. Rather more margin between the edge of the matter and of the page would be an improvement, and the blocks should be set rather higher up on the page.

ITEMS OF INTEREST

Mrs. Lilian Leach has resigned her position with Messrs. Norman Wright, Ltd.

Mr. Chas. F. Higham has removed his offices from Imperial House, Kingsway, to 50 Ludgate Hill, E.C., the Office of Works having commandeered his quarters in Kingsway for Government use.

Mr. Norman Maclean announces that he is giving up the title "The Northern Advertising

of sixty years of age and widows of advertising men upwards of fifty years of age are eligible. Cases of total incapacity (irrespective of age) may be accepted by the Committee. The election takes place in April next, and all particulars can be obtained of Mr. G. Swinden, 61, Fleet Street.

We regret to record the death of Mr. Frank Richard Rainey, advertisement manager of *The Western Mail*, Cardiff, which occurred on February 10th at his residence. Mr. Rainey, who was sixty-three years of age, joined the advertisement staff of the paper thirty-two years ago, having been for some time in London before going to South Wales. Mr. Rainey's long connection with *The Western Mail* meant that he was widely known in business circles in the city and in South Wales generally, and to many London business men he was also a familiar personality. He was greatly esteemed. Death has dealt heavily with the paper during the past year, for Mr. Watkin Thomas, general manager, Mr. A. W. Morris, manager of the printing works, and Mr. Rainey have all died within a short space of time.

The Bovril pictures for 1918 will be as popular as ever. Messrs. Arthur J. Elsley and A. de Breanski, junior, have again been requisitioned, the former's picture being entitled "The New Shepherd" and the latter's "In the Heart of the Trossachs." Each is in the artist's well-known style. The third picture is by Mr. F. O. Salisbury, and is called "And



"THE NEW SHEPHERD"

By Arthur J. Elsley

Agency" and will carry on his service agency in future under the title of the Maclean Advertising Agency, Edinburgh, at the same address as hitherto—viz., 59, George Street.

Councillor J. C. Grime, of Manchester, has been elected president of the Lancashire and District Billposters' Association. Mr. Grime held the same office in 1908. The outgoing president was Councillor T. P. Fletcher, of Blackpool. Mr. W. R. Bleakley, of Bolton, was chosen vice-president.

Mr. Robert J. Webber, general manager of *The Western Mail*, has been appointed to succeed the late Mr. D. Watkin Thomas as a director of the company.

Sir Charles Starmer, managing director of *The Northern Echo*, has been presented with his portrait, the cost of which was subscribed by the members of the staff of that paper and the evening and weekly papers associated with it. The presentation was made in recognition of the knighthood recently conferred by the King. The portrait was painted by Mr. T. B. Gould.

The Committee of the National Advertising Society announce that they are now prepared to receive applications for the grant of pensions of £26 per annum. Advertising men upwards



"IN THE HEART OF THE TROSSACHS"

By A. de Breanski, Junr.

they kept the home fires burning,"—the return of the soldier from the Front.

Mr. W. E. Berry and Mr. J. Gomer Berry, owners of *The Sunday Times*, and Mr. H. Seymour Berry have been appointed, with other gentlemen, to serve as directors of the cotton spinning firm of Hoyle & Pilling, an important combine of two big houses which has just taken place. The mills of Messrs. Joshua

Hoyle & Sons are situated at and near Bacup, and those of Messrs. John Pilling at Rochdale. The combined firm owns 130,000 spindles and nearly 5,000 looms, and the employes number about 5,000. In cotton trade circles the amalgamation is regarded as of considerable importance.

Mr. Horace B. Marshall, Lord Burnham, Lt.-Col. A. D. Acland and Mr. W. C. Parsons, as trustees of the News-vendors' Institution, and Mr. P. M. McFarlane, as chairman of Committee, have issued to the public an appeal for funds on behalf of the institution. Hitherto the bulk of the income had been raised by means of an annual festival dinner, but such a gathering not being regarded now as appropriate appeal is made through the Press. The offices of the institution are at 16 Farringdon Street, E.C.4.

Mr. G. Sparkes who has taken over the control of the advertisement department of *The Daily Graphic*, in addition to retaining *The Graphic* and *The Bystander*, is now more than ever a very busy man. Reference to *The Daily Graphic* will prove, too, that he has been busy to some purpose in working up its advertisements, for its pages show an appreciable increase in the volume of advertising which it carries.

The conductors of the Strength of Britain Movement are about to inaugurate a new forward policy in order to bring into the movement the necessary support which it is confidently anticipated will be gained throughout the country. The extensive publicity campaign will be organised by Mr. James McKay, whose services will be loaned to the Society by a Government controlled firm. Mr. McKay has had considerable Press advertising experience, having acted with considerable success as advertising manager of the North of England edition of *The Daily News*. He is also a powerful platform speaker and an exceedingly capable organiser. His many friends in London, South Wales, and Manchester wish him success.

Mr. George Frederick Ephgrave, 19, Ludgate Hill, E.C., has placed on the market a calendar which is available for any date within a period of 200 years—1801 to 2000. It is very ingenious, yet quite simple. *The Drapers' Organiser* calendar is a desirable possession by reason of a fine bit of drawing and colour printing, and the pocket diary which comes from *The Irish Independent* is very smartly turned out.

The well-known Tate Gallery picture entitled "The Equestrian Portrait," very effectively reproduced in colours, has been chosen by Messrs. Hamptons, Ltd., St. Dunstan's Press, for reproduction on their calendar. We have also received a useful wall calendar from Messrs. James Broadley, of Accrington, and another, smaller, from Messrs. Davy Hammond, of Aldermanbury. The Bowring Petroleum Co.'s wall calendar is sure also to be favourably regarded, as it makes a welcome note of colour and the dates show up clearly, and the calendar issued by the Lake of the Woods Co., Ontario, to advertise their Five Roses Flour cannot possibly be overlooked.

3 + 1

Advertisers' Essentials

A CO-OPERATIVE SERVICE FOR
THE SMALLER MERCHANT OR
MANUFACTURER.

1. COPY—that is read because brief, newsy, bright, pointed and SUITED both to the goods and the public sought.

2. ART—only as needed. NOT to mere artist's fancy, but to illustrate the salesman's points.

3. PRINTING—with regard to purpose. NOT the printer's whim, but designed by the advertising man—to give fullest unifying effect and selling power to the whole appeal.

+1. The Associated Advertisers' Service guarantees these three great essentials PLUS the economy of the co-operative employment of experienced advertisement writers and designers—at call as and when needed.

The SERVICE is especially designed for, and appreciated by, those manufacturers and merchants who, with a relatively small appropriation, yet need the facilities of the large advertising organisation.

**Membership is offered to only
one firm of any one trade**

EARLY INQUIRY INVITED

THE
**ASSOCIATED
ADVERTISERS**

34, Essex Street, Strand,
London, W.C.2.

IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Birmingham.

The advertising and handling of a new cold cure, "Vrak," is in the hands of Mr. Mason (now in France), formerly of the Facsimile Letter Printing Co., and Mr. Johnson. Advertising will be conducted as expeditiously as military duties will allow and restrictions will permit. A company has been formed to manufacture and sell this preparation. After the cessation of hostilities advertising will be undertaken on a large scale.

The vexed question of window dressing has been discussed in the Press, several persons protesting against the "waste" of valuable labour in such operations. A census was therefore taken by a firm possessing eighteen prominent windows, and this convinced them that the time taken up in arranging the displays was easily compensated for by the time saved inside the shop owing to the customer having a clear idea as to price and variety of the goods obtained by a leisurely inspection of the article in the window. That is another side to the question of window displays and not the surface view of advertising purposes only.

Dublin.

"Tillage Week," commencing February 11th, was promoted by the Department of Agriculture, and the plan was somewhat analogous to the "War Bonds" campaign in Great Britain. Special composite pages were used in *The Irish Times* and in *The Freeman's Journal* and a liberal measure of editorial appeal was extended to the scheme during the "week." Leading advertisers readily devoted their space in the newspapers to the advocacy of the "more tillage" movement, and quantities of adhesive stamps bearing the exhortation: "Grow More Food; the Need is Urgent," were utilised. The executive work in connection with the scheme was efficiently handled by Mr. L. J. Humphreys, of the Publicity Section of the Department of Agriculture.

There has been a decided all-round fillip in general publicity work in recent months. If there are yet many unsightly billposting stations in evidence there has also been a marked revival in good-class poster work on several of Dublin's most commanding hoardings. The Irish capital continues to repose confidence in small battalions of sandwich men whenever there is "an event on." As to newspaper advertising in the principal Irish dailies, in many cases the "turning down columns per day" policy has become a fixed necessity. *The Belfast Evening Telegraph*, *The Irish Times*, *The Dublin Evening Mail* and *The Irish Independent* have frequently had to

resort to "rationing" methods. It is gratifying to observe an appreciable improvement in the standard of typographical display even in quarters where "dignified restraint" had become a fetish.

The proprietors of "Red Hand Baby Flake" Oatmeal (Messrs. McElderry & Pollock, Ltd., Ballymoney, Co. Antrim) have launched an advertising campaign through the Press to further the sales of their branded product in Ireland. The scheme has been entrusted to Messrs. V. Siviter Smith & Co., and is being prepared and controlled in Ireland by Mr. Robert Aitken, the manager and consultant for that territory. The directors of the Ballymoney firm are fully alive to the importance of good publicity behind their products, and the present scheme is, I understand, a beginning to a very progressive policy. The opening advertisements of the series were marked by directness of appeal and were effective in format.

As a direct consequence of the great success which attended their Press campaign last year, the management of the Dargle Laundry, Bray, renewed this month a like method of further developing an exclusively good-class clientele. Messrs. Kenny's Advertising Agency are again responsible for the scheme. The media used were *The Dublin Evening Mail* and *Irish Society*, full pages being booked in the latter.

The advertising account of Messrs. J. W. & D. Martin, sack and hessian merchants, Belfast, hitherto handled direct, is now being controlled by Messrs. McConnell's Advertising Service. The advertising in the Press will be of an all-Ireland character.

Some attractive publicity matter emanated from several of the more enterprising drapery and furnishing firms early this month *à propos* the official Irish Coast Lights Order which came into force at that time. The regulations necessitated the purchase of light-proof blinds and hangings by householders and provided a theme for unusual advertising. (An account of the meeting at which it was decided to form an Irish Advertising Club will be found on page 124.)

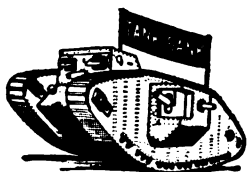
Glasgow.

"Julian," the Tank Bank, in its very successful efforts to raise money throughout the country, took up its stand in George Square, Glasgow, for a week. During the six days the advertising carried by the local Press was very heavy, and it was a daily difficulty for the harassed advertisement managers to decide which of their clients should be left out.

No section of the community rallied more warmly to the support of the scheme than the big advertisers, notably the Veda Bakeries, Ltd., the City Bakeries, Ltd., the Castlebank Dyeworks and Mathers Fish Cakes, who gave

their spaces unsparingly. Several even went further and offered free prizes to purchasers of war bonds and certificates.

From a purely advertising point of view the most interesting day was admittedly Friday, when on behalf of their clients, The Veda Bakeries (Glasgow), Ltd., and The City Bakeries (Glasgow), Ltd., The Howat Adver-



A £50 Bond for You Come to the Tank To-day Veda Day

£250 in Prizes

1st Prize	-	-	-	£50	0	0
2nd	"	-	-	5	0	0
3rd	"	-	-	5	0	0
4th	"	-	-	5	0	0
5th	"	-	-	5	0	0
6th	"	-	-	5	0	0

and the Balance in Smaller Prizes

VEDA

Needs No Butter

ADVERTISING THE TANK IN GLASGOW

tising Service controlled the advertising, publicity and organisation of prize schemes that secured an enormous response. On this day Glasgow topped all previous records for Tank takings, causing Birmingham, which had occupied premier position, to drop to second place. So great was the rush of investors that the 30,000 vouchers in connection with the prize scheme were nearing exhaustion at three o'clock in the afternoon, and a further 20,000 had to be ordered. This was "some" achievement, especially when it is borne in mind that the conference to arrange matters met only on Wednesday at 4 p.m. and at 7 p.m. the same night the whole scheme had been arranged, advertisements drafted and placed, orders and matter for posters placed in printer's hands, prize vouchers designed and sent out for proof and editorial matter for all papers concerned written and 'phoned or despatched.

The "Wellcome" Photographic Exposure Record and Diary for 1918 has been issued, and is sure of the same favourable reception from all photographers that has been accorded to its predecessors. Its publishers are Messrs. Burroughs, Wellcome & Co. In addition to

Leeds

A spirit of cheery faith in British craftsmanship was displayed by Mr. T. S. Barber at a recent meeting of the Leeds Rotary Club, when he spoke on the advantages of advertising. He said, as one who was connected with the printing trade and the productive arts in relation to advertising, that we could produce better work in this country than could be turned out in America, and gave an instance of tests which showed a greater individual skill in machine manipulation by the British worker than by the American. Given the money, the British could produce illustrated matter quite as well as the Americans every time. Every big British advertiser doing a foreign trade was now preparing catalogues in various languages for business-getting after the war. Continuing, Mr. Barber said people must not think that because they had built up a big business by advertising they could then stop advertising. If they had built up their business on advertising they must keep on with it. The moment they withdrew it they would suffer.



T O - DAY

is

C. B.

Day

At the Tank

£250 in Prizes

C and B

There

The City Bakeries Ltd.

Branches throughout Glasgow



A GOOD-LOOKING APPEAL
FOR THE GLASGOW TANK

the usual features, of such great value to photographers, it contains some very remarkable war photographs which, it is pleasant to learn, have been developed with the British-made chemicals which the firm are producing in place of those which formerly came from Germany.

Mr. Chairman and Gentlemen!

THE BUSINESS MEN'S WEEK

Its Aims Explained by Mr. Wareham Smith

MR. WAREHAM SMITH addressed the members of the Aldwych Club at a meeting held there on January 31st, in order to enlist their support for the Business Men's Week for the sale of War Bonds.

Mr. Wareham Smith explained that he had been asked to organise the Week, and he thought the members of the club might help him. The War Savings Committee were preparing matter for the local committees, and telling them of the advertising being prepared for them, and they were sending out circulars making various suggestions. The Committee were also communicating with the mayors of different towns, asking their co-operation. The employers, too, were being approached through their federations, and so were the different trades through theirs. Mayors were being asked to open their parlours for a week for the sale of bonds, or to appoint some special place for the purpose. Naval and military authorities were willing to lend weapons of war as attractions in connection with the sale of bonds.

It was desirable to have some definite aim to go for, and they were inspired by the example of Glasgow, where £14 per head of the population was raised. So the populations of the different towns had been ascertained, and each

would be set the task of raising a proportionate amount. According to the size of the town, it would be asked to provide a Dreadnought, a monitor, an aeroplane or a destroyer. They went on a basis of £2 10s. per head of the population for the Week, and altogether they hoped to raise £100,000,000. There must be no prize scheme, though he knew the success of the Glasgow Week was largely due to that. Since London saw what the provinces had done there had been some heartburning that it had not done better, so it was hoped to have eight tanks in London for a week or fortnight. Other tanks would visit various boroughs for two days. The committee would provide the tanks with posters and give suggestions to local secretaries. At the send-off luncheon Mr. Bonar Law would be their guest. The Lord Mayor would come, too, and they proposed to invite 200 official guests, representatives of several great industries in the country.

If members of the Club had suggestions he would welcome them, but in view of the Government decision on premium bonds prize schemes were ruled out. Free spaces for advertising in the Press and on hoardings would be welcomed.

A few questions were put to Mr. Wareham Smith and replied to.

THE ALDWYCH CLUB

Difficulties of British Trade

SIR A. MOND, Bt., M.P., addressed the members of the Aldwych Club at their after-lunch meeting on February 12th, and naturally there was a goodly muster to hear the views of so influential a gentleman. His subject was "Modern Industry after the War and the Difficulties of British Trade." The chair was taken by Sir Hedley le Bas.

Sir A. Mond, in the course of his address, said that personally he was not as frightened about demobilisation of the Army as were a good many people, for most of the men had work to go back to, and men would get back much quicker if it were left to masters and men to arrange matters than if it were done through a lot of labour exchanges. At the end of the war would there be a boom or a slump? He was somewhat of an optimist, for he thought there would be much to do and a great demand for labour and supplies. The great difficulties, he thought, would be those of tonnage and finance. The tonnage scarcity would not cease with the end of hostilities, so that control of tonnage for some time would be an absolute necessity. The war had taught

them that many things which they had supposed to be impossible could be overcome, for their resources had proved to be much greater than even the best authorities had thought possible.

Germany would find it infinitely more difficult to get back her export trade after the war than we should do, for she had created bad will nearly all over the world, and more than her people realised. Great Britain must give more attention to her customers' wants. There had grown up in this country almost a fetish against making bad debts. Germany had built up a large part of her export trade by granting liberal credits. No doubt her merchants often lost money, but they made it on the whole. If a firm had no bad debts, it did not show the business it might have had.

The war would enhance the prestige of Great Britain all over the world. That was a great asset. We had been looked on in many quarters as a decadent nation, but the war had shown that Great Britain's credit was better than it had ever been. Never had we failed in this war to meet our engagements, and never

had we made a promise we were not prepared to carry out. He had never believed in the doctrine of Great Britain bringing her goods down to the shoddy level of some of her competitors. They must, however, develop their industries in order to re-establish a favourable balance of trade.

Finance, management, and co-operation with labour were a trinity of factors absolutely necessary to produce successful results. He was glad to notice from the remarks of the chairmen at the recent meetings of the joint stock banks signs of greater helpfulness to the trade of the country than they had displayed in the past. British industry had suffered from not having received as much financial support as the German banks had given their industrial concerns. People asked: "What can the State do to help business after the war?" Some said nothing and some everything. He belonged to the latter school. The State could assist trade, but should interfere with it as little as possible. Since he had become a Minister he was more convinced of that than ever. Government could help and was helping, and with co-operation between trades a great deal could be done. Business men must wake up and exercise more influence

on the conduct of the Government. Having been in the House of Commons for eleven years he found business men there exercised less influence than that of any trade union. Business men had never acted in any way as a joint body, but had allowed themselves to be split up into rival factions. At elections they shouted about things which did not matter and paid no attention to their own affairs. The result was that other people had paid little attention to them. There was now, however, a good business men's committee, which was non-party, in the House of Commons.

Proceeding to observe that people had not realised the extent to which the safety of the country depended on its industry, Sir A. Mond said the new industries created must be maintained. He thought after the war the country would be prepared to adopt some form of legislation which would prevent the selling in this country of imported goods at a price far below that at which they were sold in their home markets.

After a few remarks by Mr. Sigismund Kutnow and Mr. H. Thomson Clark, Sir A. Mond was heartily thanked for his address on the motion of Mr. W. T. Harverson, seconded by Mr. W. H. Beable.

The Earl of Derby and Army Critics

THE EARL OF DERBY, Secretary of State for War, addressed the members of the Aldwych Club and their friends at the Connaught Rooms, on January 29th. Sir Hedley Le Bas presided over a large muster and explained that Lord Derby was addressing them in fulfilment of his promise so to do, if invited, when he spoke fourteen months ago. Lord Derby defended the War Office against various charges made against it. The vote of thanks was moved by Mr. Kennedy Jones, M.P.

Developing Our Food Supplies

MEMBERS OF the Aldwych Club, at their meeting on February 5th, had the advantage of listening to three most instructive speeches on the development of our food supplies by means of fish. The speakers were Lord Morris, ex-Premier of Newfoundland, Mr. Moreton Frewen, and Captain Howell, who had been sent from India to study the question on behalf of the Government of that country. The chair was taken by Lord Queenborough, better known as Mr. Almeric Paget, M.P.

SOCIETY OF MOTOR ADVERTISING MANAGERS

The Relation of the House Manager to his Advertising

THE SUBJECT considered at the monthly meeting of the Society of Motor Advertising Managers, held on the 8th, at the Aldwych Club, was that of "The Relation of the Advertising Manager to his House." A paper on the question was read by Mr. J. A. Masters, of the Harley Davidson Motor Company.

Mr. Reinhold, the President, was in the chair.

Mr. Masters, in the course of his paper, said the advertising manager was the mouth-piece of his firm, and the opinions formed of it were largely the result of his ability to diffuse the information calculated to make a favourable impression. As to his qualifications, nothing could oust from their premier position the old-fashioned virtues of infinite tact, unflinching courtesy and a sympathetic consideration of the views of others. The man who was blessed with a bright and cheerful disposition, who could combine a stern determination of purpose

with a pleasant and easy-going exterior, who within reason could be "all things to all men," possessed an enormous advantage over the man who was "difficult to get on with." "Result" was the standpoint from which the advertising manager was judged to a far greater degree than were most other departmental heads, for he was dealing with a vast unknown public from which only wide experience would draw results. The advertising manager was intimately bound up with the success of every department, and unless the utmost facilities for frequent inter-departmental intercourse were forthcoming the highest state of efficiency would not be achieved. The relationship between the advertising and the sales departments should be of the closest. The former must know to what extent and in what direction efforts were influencing sales, in order to judge whether

changes of media or copy would be advisable and whether the opinions of customers opened up further fields for publicity.

The advertising manager should also be in close touch with the works manager, for the introduction of a new process might afford occasion for valuable publicity. An interchange of opinion on technical copy might frequently be of advantage. The advertising manager, too, should be in touch with the accountants' department that he might know the ultimate result of his work, and intimate relations between the two would lead to the accountant having a better appreciation of the value of advertising. Heaven help the commercial undertaking which tolerated anything approaching the hide-bound water-tight system of the Government departments!

He was strongly in favour of a periodical round-table conference between departmental

heads. Much depended, too, on the relations which subsisted between the advertising manager and the board of directors, for many members of the latter regarded advertising expenditure as something to be cut down to the lowest levels. If the advertising manager enjoyed the full confidence of the directors, he had innumerable opportunities where confidential information enabled him to weigh in with well-timed publicity.

Absence of any recognised commercial status was a serious drawback to the advertising manager, for he had no accepted diploma which an employer could recognise as guaranteeing his qualifications. The advertising manager was an expert, but that had to be taken on trust, and he (Mr. Masters) would like to see membership of their society carry with it a guarantee of the members' qualifications accepted by the entire trade.

AN IRISH ADVERTISING ASSOCIATION

AT A meeting of Irish advertising men on February 5th it was decided to form an all-Ireland advertising club with headquarters in Dublin. The meeting was held in response to a circular issued over the signatures of Messrs. R. A. Bolton (*The Irish Times*), W. C. Connett (advertising manager, Messrs. Walpole Brothers), F. Leah (art editor, *Freeman's Journal* publications), W. E. Magill (advertisement manager, *Freeman's Journal* publications), C. E. McConnell (McConnell's Advertising Service), and R. Valkenburg (advertising manager, Messrs. Switzer & Co., Ltd.).

Mr. J. P. Good (Hon. Sec. of the Chamber of Commerce) kindly presided, and the Hon. Sec. (*pro tem.*), Mr. C. E. McConnell, read a number of letters from representative business men expressing sympathy with the project.

The attendance included Messrs. R. C. Johnson (Messrs. Johnson Brothers), Dublin; Robert Aitken (Irish manager, Messrs. Siviter Smith & Co.), Belfast; V. Salter (*Irish Daily Telegraph*), Belfast; R. B. Buchanan (McConnell's Advertising Service), Belfast; J. H. Kent (McConnell's Advertising Service), Cork; W. Lewin (Messrs. Robert & Co., Ltd.),

A. Corrigan (Messrs. Clery & Co., Ltd.), Kearney (the Henry Street Warehouse), Douglas (*Irish Life*), L. J. Humphreys (Department of Agriculture, Publicity Section); and P. Gillespie (*Irish Homestead*).

On the proposal of Mr. W. E. Magill, the following resolution was unanimously adopted: "Having regard to the important bearing advertising in all its branches will have on Irish commerce in the immediate future, in the opinion of this meeting an advertising association should be instituted in and for Ireland."

It was decided that the naming of the club, the proposed rules and constitution, and the objects be referred to a committee consisting of Messrs. R. Valkenburg, R. A. Bolton, W. Lewin, W. E. Magill, C. E. McConnell, W. C. Connett, A. Corrigan, T. A. Grehan (advertisement manager, Independent Newspapers), L. J. Humphreys, S. Stokes—for Dublin; Messrs. V. Salter, R. Aitken, and R. B. Buchanan (with powers to co-opt four others)—for Belfast; and Messrs. J. H. Kent, Jas. Moffett (*Cork Constitution*), and McGrath—(Messrs. Henry Paul & Co.)—for Cork.

PAPER CONTRACTS AND THE WAR

IN THE Court of Appeal on February 4th the case of Messrs. E. Hulton & Co., Ltd., v. Messrs. Chadwick & Taylor, Ltd., was heard, both parties appealing from a judgment of Mr. Justice Atkin in an action in which the plaintiffs had claimed damages for non-fulfilment of contracts to supply paper. Plaintiffs are newspaper proprietors, and the defendants paper makers at Salford.

Contracts had been entered into by the defendants for the supply of paper to plaintiffs during the years 1914-17, but the regulations of the Paper Commission came into force providing that after March 1st, 1916, the amount of paper supplied to customers should be restricted. The day after the declaration of war defendants proposed an increase in price, and though plaintiffs at first demurred

they eventually agreed, without prejudice. When the claim was brought defendants contended that owing to the regulations they were not bound to deliver at the contract prices, and Mr. Justice Atkin held that the performance of the contract was rendered impossible by the regulations, and that therefore the contract came to an end on March 1st, 1916. He held, however, that there was breach of contract up to March 1st, 1916, and in respect of that entered judgment for plaintiff, directing an account to be taken. The amount thereof was stated to be £10,000.

By a unanimous judgment the Court allowed the defendant's appeal, dismissed the plaintiff's appeal, and entered judgment for defendants.

THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending January 22, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

Date	Times (including supplements)	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1917	D. 8½ 13½	D. 11 16½	D. 5½ 8½	D. 3½ 4	D. 10 11½	D. 1½	D. 9 1½	D. 2 8½	D. 6½	D. 1
Dec. 26	6 13½	4 11½	2½ 8½	3 6½	10 11½	—	1½ 1½	1½ 6½	3½	1½
27	11½ 14½	10½ 13½	3½ 9	3½ 7½	11½ 11½	1½	8½ 7½	2 8	5½	1½
28	43½ 15½	15½ 17½	10½ 10½	4 4½	11½ 11½	1½	2 8	9 1½	6½	1½
29	10½ 16	17 20½	2 11	7½ 4	12 11½	1½	9 1½	9½ 2½	7½	1½
31	19½ 14½	31 25½	17 12½	15½ 3½	11½ 11½	1½	10½ 1	11½ 1	10	2
1918										
Jan. 1	19½ 16	22½ 31	6½ 21	3½ 9½	11½ 11½	1½	9½ 1	9½ 1½	14½ 11½	2
	2 8½ 19½	12½ 27½	12 14½	11 4½	12½ 11½	1½	9½ 1½	9½ 2½	13½ 13½	1½
	3 18½ 19½	13½ 23½	8 16½	10 4½	11½ 11½	1½	9½ 1½	9½ 2½	13 13½	1½
	4 12½ 13½	18½ 24½	6 10	6½ 4½	11½ 11½	1½	9 1	9½ 2½	14½ 12½	1
	5 10 17½	11½ 25½	2 13½	3½ 3½	12½ 11½	1½	8½ 2	9½ 2½	10½ 13½	1
	7 16½ 15½	25½ 30½	12 13	14½ 4	11½ 11½	1½	15½ 1½	11½ 11½	17½ 7½	2
	8 14½ 15½	22½ 30½	7½ 21½	11½ 3½	11½ 11½	1½	14½ 1½	8½ 2½	14½ 11½	2
	9 10½ 18½	25½ 35½	3 16½	8 4	12½ 11½	1½	13½ 1½	9½ 2½	15½ 11½	1½
	10 22½ 29½	13½ 26½	9 15½	7½ 4	12½ 11½	1½	14½ 1½	9½ 2½	12½ 14½	1½
	11 6½ 14½	10½ 18½	3 10	7 4	12½ 11½	1½	15½ 1½	9½ 2½	11½ 15½	1½
	12 6½ 17½	14½ 26½	1 17½	6½ 4½	12½ 11½	1½	22½ 9	9½ 2½	10½ 15½	1½
	14 18½ 16	24 28	10½ 15	13 4	11½ 11½	1½	22½ 16	10½ 11	15½ 11½	2
	15 12½ 17	12½ 28½	8½ 21½	8½ 3½	11½ 11½	1½	6½ 1	9½ 2½	16½ 11½	2
	16 15½ 17	15½ 27	3½ 16	9½ 4½	11½ 11½	1½	6½ 1	9½ 2½	15½ 11½	1½
	17 11 29½	14 28½	4½ 18	10 3½	11½ 11½	1½	6½ 1	9½ 2½	11½ 15½	1½
	18 17½ 16½	11½ 18½	7½ 10½	9½ 4½	11½ 11½	1½	6½ 1	9½ 2½	6½ 11½	2
	19 5½ 18½	9 30½	2½ 13½	5½ 12½	11½ 11½	1½	6½ 1	9½ 2½	6½ 11½	1½
	21 14 16½	17½ 26½	13 13½	9 4½	11½ 11½	1½	16½ 1	9½ 2½	12½ 11½	2
	22 98½ 17½	18½ 26½	6½ 21½	12 4	11½ 11½	1½	6½ 1	8½ 3	15½ 10½	2
Total ...	582 434	398½ 603½	163½ 354½	229½ 102½	298½ 36½	33½ 12	247 33½	234 51½	325½ 270½	39½ 6½

WIDTH OF COLUMNS: *Times*, 24 ins.; *Telegraph* 21 ins.; *Post*, 22 ins.; *Graphic*, 21 ins.; *Mail*, 24 ins.; *Mirror*, 24 ins.; *Daily News and Leader*, 23 ins.; *Express*, 24 ins.; *Chronicle*, 26 ins.; *Daily Sketch*, 24 in. LENGTH OF COLUMNS: *Times*, 22½ in.; *Telegraph*, 24 in.; *Post*, 23 in.; *Graphic*, 14½ in.; *Mail*, 22 in.; *Mirror* 13½ in.; *Daily News and Leader* 21 in.; *Express* 22 in.; *Chronicle*, 24 in.; *Daily Sketch*, 13½ in.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Dec. 27	8½	6	7½	6½	Full	Full
Jan. 3	8½	6½	5½	5½	do.	do.
10	10	10	7	7	do.	do.
17	10½	10½	5	5	do.	do.
Total ...	37½	33½	24½	24½	2½	44½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies Field	Byrd's	Teller	Land & Water	Graphic	Sphere	Field	Punch	Illustrated London News	Sketch	Queen
Dec. 27	35	20	35½	24½	13½	11	8½	13	Full	9	15	19
Jan. 3	41	24	35½	20½	12½	10½	11	14	Full	12½	15	22
10	35½	18	35½	20½	11½	9½	7½	15	Full	8½	15	17
17	36	16	35½	21	12½	12½	9½	12	Full	11½	16½	18
Total	147½	78	142	86½	49½	43½	36½	54	60½	41½	61½	76

THE SUNDAY NEWSPAPERS

(COLUMNS)

Date	Observer	Sunday Times	News of the World.	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	Empire News									
	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.									
Dec. 23	27½	17½	7½	2½	1	25	10	9½	13½	14	3½	D. C.						
30	36	7½	34½	7½	2½	1	25	18	9½	8½	13½	D. C.						
Jan. 6	35½	7	38½	7½	2½	1	26	12	9½	12½	5½	D. C.						
13	37½	7	27½	8½	2½	1	26	4	9½	19	8½	D. C.						
20	28½	6	27½	8½	2½	1	26	12	9½	17½	11	D. C.						
Total	164½	34	145½	39½	13½	5	128	56	47½	2½	82½	45½	66½	21½	39½	1½	40½	1½

Width of Columns: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins.; Length of Columns: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 19½ ins.; Dispatch, 22 ins.; People, 18 ins.; Reynolds's, 24½ ins.

THE EVENING NEWSPAPERS

(COLUMNS)

Date	Evening News	Westmins'r Gazette	Pall Mall Gazette	Globe	Star	Evening Standard	
1917.	D.	C.	D.	C.	D.	C.	
Dec. 24	11½	1	10	2½	2½	6½	
27	11½	1	14	3	2½	5½	
28	11½	1	11½	2½	8½	5½	
29	11½	1	6½	2	3	5½	
31	11½	1	9½	2½	2½	6	
1918.	D.	C.	D.	C.	D.	C.	
Jan. 1	12½	3	10½	9½	10½	6½	
2	11½	1	7½	7	9½	4½	
3	11½	1	12	5½	10½	5½	
4	11½	1	9½	6½	8	5½	
5	12	1	7½	5½	12½	6½	
7	11½	1	7	9½	9½	5½	
8	12½	1	11½	8½	2½	5½	
9	11½	1	10	7½	12	5½	
10	11½	1	12½	5	1½	6	
11	11½	1	9½	7½	14	5½	
12	11	1	6	2½	5½	6½	
14	7	1	9	5	9½	6	
15	6½	3	6	8	11	5½	
16	6½	1	8½	7½	10½	5½	
17	7½	1	11½	4½	8½	6	
18	8	1	11½	6½	9½	5½	
19	7½	1	7½	2½	3	6	
21	7½	1	3	6	9	6	
22	7½	1	11	9½	11	6	
Total	236	23½	229½	66½	188½	140½	22½

Width of Columns: Evening Standard, 2½ and 3½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 4½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.

THE POPULAR MONTHLIES—JANUARY

(DISPLAY AND CLASSIFIED—PAGES)

Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
56½	39½	34½	28½	10	28½	29½	26½	37½
Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
46	27	12½	9	22½	21½	22½	45½	10

Special Note—Insets are not included.

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	Bristol Times and Mirror			Glasgow Herald			Sheff'd Daily Telegraph			L'pool Post and Mercury		
1917	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
Dec. 24	2	5½	8½	3½	20½	15½	6½	5½	5½	5½	8½	5½
25	—	—	—	4½	9½	8½	—	—	—	—	—	—
26	1½	4½	7½	5½	18	10	2½	3½	4½	1	7½	4½
27	3	3½	7½	3½	9	7	1	4½	4	2	8	3
28	1	5	6½	4½	16½	10½	1½	4½	3½	2	8½	6½
29	4½	17½	14	10½†	10½	10	1	9½	13	½	12½	5½
31	3	3½	7½	3	17½	13½	3½	4½	4½	3	17½	5
Jan. 1	2½	4½	8½	2½	9	9	6	4	6½	4½	8½	5½
2	3½	3½	8½	3	15½	14½	2½	4	5	2½	9½	5
3	1½	3½	9	2½	10½	10	2	5	5½	1½	8	5½
4	½	5½	8½	3	16	13	1½	4½	5½	½	11½	7½
5	3½	16½	17½	2½	13½	12½	3½	15½	16½	½	8½	5½
7	1½	4	8½	4	25	14	2	6½	5½	2½	10½	6½
8	4½	3½	8½	2½	11½	10	9½	7	9½	9	8½	7½
9	1½	3½	9	5½	26	20	2½	4½	6	2½	9½	7
10	2½	3½	8½	2½	10	10	2½	6½	7½	1½	10½	6
11	1½	4½	8½	4	18½	15½	1½	5½	6½	1½	10½	9½
12	5½	13½	19½	3½	12½	12½	1	19½	18	1	10	5½
14	1½	4½	8½	5½	32½	12	1	5½	6½	1½	11½	6
15	4½	4½	8½	10	13	9½	4	6	9	4	7	7½
16	2½	3½	8½	12	28½	10	3½	4½	6½	3	9	7
17	6½	2½	8½	9	11½	9½	7	4	6	4½	8	6½
18	1½	3½	8½	12	20	14½	3½	4½	6	1	11	9
19	5½	12	19½	9½	1½	10½	1½	11	18½	½	11	6½
21	3½	2½	8½	4½	21	19	4½	4½	6	1	14½	5½
22	2½	2½	8½	3½	20½	12½	2	5½	10	3	7½	6
Total ...	72	140½	243½	227	431½	313½	75½	158½	195½	61½	247½	155½

* Including Auctions. † Includes Supplement of Shipping, Engineering and Commerce for 1917.

SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ in.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

PROVINCIAL NEWSPAPERS—(Halfpenny) (COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
1917.																								
Dec. 24	4½	3	9½	8½	5½	5	3	6½	3½	3	6	7½	4½	2½	2½	1½	11	3	7½	8½	4	6½	2½	5½
26	2½	3½	7½	1½	3	4	2½	4½	3	4	4	7½	4½	2½	2½	1½	8	2	1½	4½	2	3½	2½	4½
27	1½	5½	8	1½	2	3½	5	3½	3	4	2	7	5½	2½	2½	2½	2½	2½	1½	4½	1½	7	2½	2½
28	3½	6½	10½	4	3½	4½	2½	5½	3	4	4½	7½	9½	2½	2½	4	6½	3	5½	8	3	4½	2	3½
29	2½	2½	8½	2	6½	5½	11	7½	7½	1½	2½	7	6½	3½	5	5	15½	2½	5½	5½	2½	1	5	4
31	1	9½	13½	4½	4	5	3½	3½	3½	4	2	7	2½	2½	2½	1½	18½	3½	1½	4½	3½	2½	3½	4½
1918.																								
Jan. 1	8½	5	13½	4½	6	4½	9	6½	4	5	2½	6½	9½	2½	2½	9	11½	3½	10½	12½	2½	6½	3½	4
2	1½	5½	13½	3½	8	4	3	5	3	3	2½	7½	6½	7	2½	4½	11	4	10½	6	2½	8	3½	3½
3	2½	4½	13½	2	10½	3½	1	10	3½	2	7½	6½	11	2½	2½	3½	10½	3½	2½	4½	2½	5	3	4½
4	5½	13½	13½	1½	16½	3½	2	13½	3½	3	9	7	11	2½	4	2	20½	4	5½	12½	3½	6½	4½	4½
5	3½	1½	8½	3½	16½	4½	1½	8	3½	2½	8	7½	5½	4	4	4	4½	4½	3	6	3	1½	5	6
6	3½	6½	16	12½	11½	4½	7½	11½	4½	6	9½	8	8½	2½	3	6	8	4½	9	12½	3	8	3½	5½
7	3½	6½	16	12½	11½	4½	7½	11½	4½	6	9½	8	8½	2½	3	6	8	4½	9	12½	3	8	3½	5½
8	6	7	16½	1	8½	4½	1	8½	3½	1½	9½	8	10½	2½	2½	5	15	4½	12½	5½	3½	6½	4½	4½
9	2½	7	15	1½	10	4	13½	12	3	5	4	7½	11	2½	1½	5	13½	4½	11½	5½	4½	8	4½	4½
10	6½	7½	15	8½	21½	4½	6½	17	3½	4	10½	8	11	2½	1½	4½	9½	4½	11½	13½	4½	8	4½	4½
11	2½	17½	14	8½	9	5½	1	22½	9½	3	8	7½	11	3½	5	3	26½	4½	10	13½	4½	8	4½	4½
12	1	2	8½	2½	11½	4½	1½	9	3½	3	6	8	6½	3½	2	3	12	4	10	7	4½	6	3½	5½
14	6	7½	15½	8½	18½	4½	1½	11	3½	4	12	8	9½	3½	2	3	12	4	10	9½	4½	6	3½	5½
15	6½	3½	15½	5½	17	5½	1½	11	4½	5	9½	7½	7½	2½	3½	4½	16	4	10	9½	4½	6	3½	5½
16	1	6	18½	17	17	5½	1½	6½	4	1½	8	8	6½	3½	3½	6½	10	4	10	9½	4½	6	3½	5½
17	6½	6½	15	12½	14½	5½	1½	13	4½	1½	8	8	6½	3½	3½	5½	16	4	10	9½	4½	6	3½	5½
18	4	10	14½	8½	14½	5½	1½	13	4½	1½	8	8	6½	3½	3½	5½	16	4	10	9½	4½	6	3½	5½
19	2½	1½	8½	3½	9½	6	1½	15½	3½	6½	12	7½	3½	3½	2	3½	16	4	10	9½	4½	6	3½	5½
21	3½	7	15	10½	9½	6	1½	15½	3½	6½	12	7½	3½	3½	2	3½	16	4	10	9½	4½	6	3½	5½
22	6½	14½	15½	5½	4	4½	4½	12½	4½	4½	5½	8	8	2½	3½	5	9½	3½	9½	15½	4½	6	3	5
Total ...	89½	153½	324½	127½	224½	118½	108½	233½	112½	89	164½	186	202½	70½	73½	100½	307½	93½	186½	79½	130	103½	117½	

Sizes of Columns.—Northern Echo, length 22½ ins., width 2½ ins. Sheffield Independent, length 23 ins., width 2½ ins. North Eastern Daily Gazette, length 24 ins., width 2½ ins. Daily Dispatch, length 23 ins., width 2½ ins. Irish Independent, length 22 ins., width 2½ ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22½ ins., width 2½ ins. Yorkshire Telegraph and Star, length front page, 21 ins.; inside 23 ins., width 2½ ins.

THE BRITISH MARKET

*A Guide and
Directory*



*for Overseas
Advertisers*

THE ADVERTISING
WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, London, W.C.

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverworld, London."

OPEN CHANNELS OF DISTRIBUTION



WHEN the American advertiser decides to operate in the British market one of his first considerations is to discover what means are available for the distribution of his product.

He will not be able to secure fully effective distribution without advertising, it is true; but it is very advisable that he should secure a moderately extensive distribution before embarking upon an advertising campaign. It is not merely useless but dangerous to induce possible customers to ask for goods which are unobtainable, to create a demand it is impossible to supply. To do so is to produce a definite hostility where otherwise only neutrality existed; to bolt and bar doors that were, if not invitingly open, at least conveniently unlatched.

How, then, can such a measure of distribution most readily be secured as will justify the opening of an advertising campaign?

In spite of all the "big business" developments of late years the bulk of the retailing in the British Isles is in the hands of small, very small, single-shop traders. Indeed, the total amount of retail

business done by them probably exceeds that passing through all other retailing channels put together.

These small retailers are very difficult to approach. They are invaluable distributors of established commodities, but cannot be taken into account at all as introducers of novelties. The new advertiser who wishes to give his goods an accessible position in the market must seek another line of approach.

There are, of course, the wholesalers, who exercise a great influence on the smaller retailers who are their credit customers. Force of circumstances has made them often very conservative; and, possessed by an exaggerated notion of their importance in the scheme of things, they are difficult to move, and, at the best, are apt to make over-costly allies when the introduction of a new branded article is the object to be achieved.

The great department stores—with the exception of the co-operative organisations, which pursue a considered policy of substitution—are generally ready to stock a new branded article of sound quality, if they are assured that a really serious attempt to create a demand for it is to be made; but they do so small a proportion of the national retailing that their assistance, though valuable as an example, is not by any means sufficient to give the incoming advertiser the distribution required.

Multiple, or chain, shop organisations are all that remain. In nearly all the staple trades they will provide the advertiser with a quickly obtainable distribution widespread enough to permit of profitable introductory advertising.

They are stronger in some trades than others, and are in many cases localised in a manner bewildering to all but the initiated; but to how great an extent they cover the country the facts and figures set forth in other pages of this issue will bear witness.

It may surprise some of our readers to learn that the multiple-shop organisations are in the majority of cases ready and willing to retail the branded goods of the general advertiser, but it is true. Only a few of them, comparatively speaking, are in the position of "tied houses" except in respect of one or two particular commodities or classes of commodities; and a great many are wholesaling and retailing businesses pure and simple (if one may use the expression), with no other axe to grind than that of making a profit as merchants of other people's goods.

Dozens of these organisations each control hundreds of retail establishments, and they will often be found practically to hold a monopoly of some particular retail trade in their own areas.

They are controlled from head offices in central positions, and it is for that reason an infinitely simpler and quicker matter for the advertiser to deal with them than with numberless small shop-keepers scattered all over the country.

He has only to satisfy a few general managers or managing directors that his proposition is sound and attractive to secure immediate distribution over an extensive field. And he is able to present his case to alert and enterprising business men, who are keenly on the look-out for new opportunities of increasing their trade, instead of to the small dealers who are of all people the least adventurous and most suspicious of anything with which they are not familiar.

The advertiser cannot in the long run do without the small

JOHN BULL

TEMPORARY ALTERATION OF SIZE

Owing to the fire which occurred recently at our premises, fresh printing arrangements have necessitated a temporary alteration in size of page area, which will be—

11½ in. deep by 9 in. wide (type area)

Divisible into

**4 cols. to page (each 12½ ems wide) and
5 cols. to page (each 10 ems wide).**

Advertisements at present on order will be inserted to occupy space according to original measurements. For instance, our previous quarter page space, measuring 5 in. deep by 3⅜ in. wide, will occupy 5 in. double column (5 cols. to page).

The following advertisement rates will apply to all new orders :—

Per inch narrow column (5 cols. to page) · £6 15 0
,, wide column (4 cols. to page) · £9 0 0

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2.

Telephone No. : Gerrard 987J (seven lines).

retailer, nor, indeed, can he afford to ignore any other distributing agency ; but when he is making a first appearance the multiple-shop organisations certainly offer him the line of least resistance.

The advertiser need not on all occasions look solely to the retail organisations which most naturally could handle his commodity for his distribution. Some of the greatest successes in salesmanship have been made by advertisers who have induced retailers quite outside their own particular trade to form the connecting link between them and the public.

Thus grocers sometimes sell bread, bakers sell tea, stationers sell watches, and so on, all the more successfully because they are able to devote their attention to one particular brand in each case, as the dealer who confines himself strictly to his own field cannot do.

This, however, is a detail, though not one that is unimportant. Our primary intention here is to emphasise the fact that the multiple shops which in close or scattered groups are to be found throughout the country form a means of distribution to which the new advertiser would very often find it well worth while to devote his first attention.

THE MULTIPLE SHOP SYSTEM AND THE NATIONAL ADVERTISER

**Some Facts and Figures relating to an Important Section
of Retail Distributing Machinery in the British Market**

By H. VAL FISHER

THE MANUFACTURER of reputable goods selling through ordinary retail channels will find—whether he be British or American—the British market one of the easiest in the world in which to obtain quick distribution.

Beyond the tariffs regulating the import into the country of certain articles, and some necessary formalities under the Trade Marks Act, there are practically no barriers. One national law covers the whole field, there are no internal State laws prohibiting the sale of goods in one section and allowing them in another ; the whole field is compact and well served by railways and waterways, and the retail shop system of the country as at present constituted offers him peculiar facilities.

The information given in this article is intended to show advertisers of a wide variety of goods how the multiple shop system can be used to secure

quick distribution. It neither upholds nor condemns the multiple or chain store system of trading, neither must it be taken that the multiple shops dominate the market. Recently issued figures show that multiple shops serve approximately five millions of the population against 24 millions served by smaller retailers. The co-operative societies throughout the country own approximately 6,000 retail shops, and whilst featuring their own brands, they are large distributors of advertised goods. In a future article I shall deal with the part played by the co-operative societies in the national distribution system.

It is as a means of securing *quick* distribution that multiple shops are here specially considered.

The collection of this data has necessitated application direct to every firm mentioned, and as in the majority of

ATLANTA

The great furnace of war is welding, for all time, bonds of intimate friendship between the two great English-speaking nations.

This closer relationship between

THE UNITED STATES OF AMERICA

and

THE UNITED KINGDOM OF GREAT BRITAIN AND IRELAND

will become a world asset for good when peaceful pursuits and business development again supersede the present gigantic Industries of War.

In the great interchange of commodities which will undoubtedly eventuate

THE DAILY MAIL

will be the principal medium between the U.S. merchant and the U.K. public. Its national influence is reflected in its great patriotic achievements during the war.

CARMELITE HOUSE,

LONDON, E.C.

cases the information was supplied by them it can be taken as correct. A study of these figures will enable the newcomer to estimate quickly the number of shops into which he can secure an entry for his goods, with the minimum number of negotiations on his part; thus the manufacturer of a line selling through the chemists could—upon giving proof of his intentions to advertise adequately to the consumer—secure distribution through 867 chemists shops by six transactions only. In this particular trade, he would be justified in launching a national advertising campaign when the goods reached these 867 branches, since practically every reader of his advertisements would be within easy reach of a supply house.

Although considerable time and labour have been expended on the compilation of these figures, there may still be firms owning ten or more branches in provincial counties which have been omitted. We ask the co-operation of advertisement and advertising managers throughout the provinces in filling the gaps. An up-to-date list will be kept by THE ADVERTISING WORLD Information Bureau for the inspection of bona-fide advertisers and agents, and the Bureau will also be

glad to give information relating to wholesale distributing houses.

For convenience in reference the various trades have been grouped; it should not be forgotten, however, that many of the firms enumerated sell several lines of goods which would entitle them to be included in other trade lists. For example, the maker of a branded watch who left the jewellery departments of the chemists, and in some cases the men's outfitters and department stores, out of his plans would not be doing justice to his line. The explanatory matter under each table of trade figures will be found of service in this direction.

There are, of course, many other groups of chain stores, notably meat shops—of which the American packing houses own an aggregate of several thousands, operated under many names—but these are of no interest to the advertiser.

In the lists given below I have endeavoured to include every firm owning ten or more branch stores (in a few cases where the branches are unusually large smaller numbers are included). Approximately for every firm owning ten or more shops there are twenty owning from two to ten branches.

EXPLANATION OF INDEX NUMERALS AND MARKS IN TABLES.

- (1) Sell only goods of own manufacture.
- (2) Feature goods of own make, but stock other brands, advertised or unadvertised.
- (3) Welcome advertised goods within the scope of their trade.
- (4) Large branch shops with big turnovers.
- (5) Not all under name given, but ordering through Head Office.
- (A) Approximate or estimated number of branches, not verified by firm.

Situation of Branches.—A blank under "Where situated" column indicates that branch shops are in the district round head office.

BOOT & SHOE DEALERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Bayne & Duckett	Glasgow	17 (2)	—	Public Benefit Boot Co., Ltd.	Leeds	20 (2)	Midlands
Paterson, A. & W.	Glasgow	17 (2)	—	Tyler & Co., Ltd.	Dublin	12 (2)	—
		(A)				(A)	

ADVERTISING IN ENGLAND.

WHAT AMERICAN ADVERTISING AGENTS SAY ABOUT THE ERWOOD AGENCY

STILL A FURTHER LETTER.

The series of letters which are being published month after month from American Firms and Advertising Agents whose advertising appropriations are entrusted to the Erwood Agency should interest all advertisers, both British and American, seeking High-Class, Result-Pulling, and Novel Advertising Service.

SNITZLER ADVERTISING COMPANY,
Garland Building,
Washington Street and Wabash Avenue,
CHICAGO.

Mr. V. J. Reveley,
c/o W. L. Erwood Co., Ltd.,
30 Fleet Street,
London, E.C., England.

Dec. 21, 1917.

Dear Mr. Reveley:—

Upon entering the sixth year of our business relationship, I desire to extend to you my appreciation of the careful, intelligent and wise conduct of our mutual affairs that you have exercised during the past five years.

The manner in which W. L. Erwood Co., Ltd., looked after the interests of our American clients at the outbreak of the war and during its continuation has gained their unqualified approval and we want to join them in their commendation. Now that America is passing through the same dislocation of ordinary business that you encountered in the autumn of 1914 we realise more than ever what good judgment you exercised at critical times in the selection of advertising media and the preparation and placing of copy that gained public attention and patronage.

Fully assured that the years to come will see a continuance of the same cordial, pleasant and profitable relations that we have experienced in the past, we remain,

Very sincerely yours,

SNITZLER ADVERTISING COMPANY.

(Signed) James M. Snitzler.

If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director. All inquiries receive his personal attention.

W. L. ERWOOD, LIMITED, ESTD. 1890.

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193.

Telegrams and Cablegrams: "Banningad, Fleet, London."

February, 1918

BOOT AND SHOE DEALERS—continued.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Lee, J. W.	Liverpool	23 (2) (A)	—	Craddock Bros., Ltd.	—	—	Staffs.
Dick, R. & J., Ltd.	London	58 (2) 18	Brit. Isles	Abbott & Sons, Ltd. (Phiteezi)	London	20 (A)	London & Continent
Freeman, Hardy & Willis	Leicester	470 (2)	Brit. Isles	Cuthbert, A., & Sons	Ayr	8	—
True - Form Boot Factory (J. Sears, Ltd.)	North'p'n	100 (1)	Brit. Isles	Kavanagh, John, Ltd.	London	21 (3)	—
Stead & Simpson, Ltd.	Leicester	240 (2)	Brit. Isles	Kerridge, G. H., & Sons, Ltd.	London	9	—
Greenlees & Sons	Glasgow	45 (A)	—	Morton, G. & W.	Birmingham	125 (5) (3)	—
Tainsch, E., & Co.	Glasgow	40 (A)	—	Tyler, A., & Sons	Leicester	—	Brit. Isles
Sterlings, Ltd.	Pudsey	10 (A)	—	Walkover Shoe Co.	London	25 (1)	London & Continent
Bairds, Ltd.	Edinboro'	10 (A)	—	Randall, H. E., Ltd.	North'p'n	50 (5) (4) (3)	South of England
Timpsons, Ltd.	Manch'er	26 (A)	—	Amies, Ltd.	Stafford	51	Midlands
Frisby, J.	Leicester	120	Brit. Isles	Briggs, W. E., & Co.	Leicester	70 (3)	—
Lennards, Ltd.	Bristol	200 (2)	—	Dickson, Geo. Dunn, F., & Sons	Glasgow Lincoln	14 —	— Lincs. & Yorks.
Stanton, K., Ltd.	Stockton-on-Tees	16	Northern Counties	Hilton, S., & Sons	Leicester	124 (2)	—
Abbott Bros., Ltd. (Saxone & Sorosis)	Kilmarnock	73 (5) (2)	Brit. Isles	Lilley & Skinner, Ltd.	London	28 (A)	—
Treadwell Bros., Ltd.	London	20 (2)	—	Manfield & Sons	North'p'n	21 45	C'tin'l & Brit. Isles
Alexander & Co.	Edinboro'	—	—	Oliver, Geo.	Leicester	60 (A)	Midland & Wales
Baker, J., & Sons, Ltd.	Wolverh'n	—	—	Turner, W. & E., Ltd.	Leicester	—	—
British Shoe Co., Ltd.	Northp'n	45 (1)	Great Britain	Wyles, Bros., Ltd.	Derby	59 (3)	—
				Upsons, Ltd.	London	82 (A)	—

Branded and advertised boots and shoes sold at fixed prices are an innovation of comparatively recent years in this market. Some of the chain stores in this trade were opened for the purpose of selling boots under one or more specific brands, other chains have been built up by manufacturers previously and are still doing business with smaller retailers, and by retailers some of whom by constantly adding to the number of their shops have a sufficient volume of

business to warrant them manufacturing for themselves. Many up-to-date boot stores to-day stock ladies' hose and other incidentals. The advertisers of boot polishes, rubber heels and other attachments should not lose sight of the fact that three or four boot repairing companies (not selling boots) own some 200 to 300 branches, nor should they overlook the boot departments of the drapery and departmental stores.

TOBACCONISTS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Baker, A., & Co., Ltd.	London	47 (2) (3)	London & South	Drapkin, A. J., Ltd.	London	12 (A)	—
Sinclair, R., Ltd.	Newe'tle	13 (2)	—	Newman's	Birm'g'm	14 (A)	—
Salmon & Gluckstein, Ltd.	London	350 (A)	Brit. Isles	Finlay & Co., Ltd.	Newcastle	280 (3)	Mostly Railway Station Kiosks
Jones, A. I., Ltd.	London	12 (A)	—	Sinclair, John, Ltd.	Newe'tle	14 (A) (3)	—

THE Sunday Times

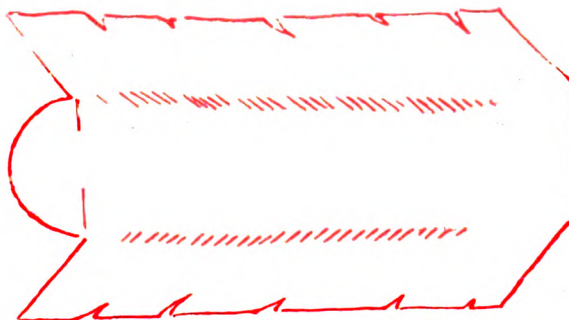
Removal of Offices

Windsor House, Kingsway,
having been commandeered
by the Aeronautical De-
partment of the Ministry of
Munitions, the offices of the
“Sunday Times” will
shortly be removed to—

THANET HOUSE
231-232 STRAND, W.C.2

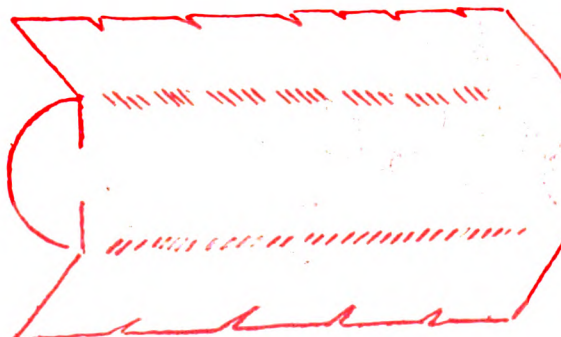
THE TELEPHONE NUMBERS WILL BE ANNOUNCED
AS SOON AS THE INSTALLATION IS ARRANGED

You can always
with the



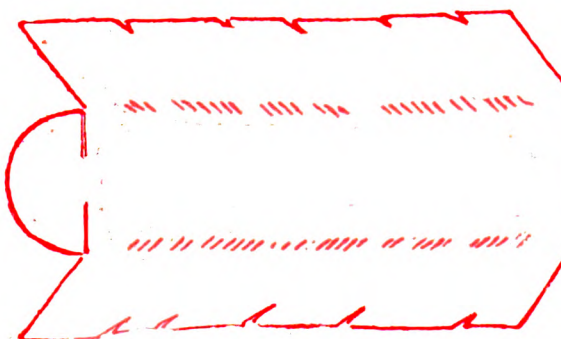
THE NORTH

*The quickest and surest
populations in the BUSY
through the BIG THREE—The*



THE SHEFFIELD

*The influence and pulling power of
proved sufficiently often to demand
intended to cover their district—the
NORTH-EAST COAST—
SHEFFIELD and 30 miles roundabout.*



THE BIRMINGHAM

The Big

s hit the mark

the aid

THERN ECHO

*Best way of reaching the huge
SYTHREE areas is undoubtedly
E-The dominant morning papers.*

LD INDEPENDENT

*Each of the BIG THREE has been tested and
demonstrated inclusion in any publicity scheme
—the easiest in all England—
ST—Teesside, Wearside, and Tyneside,
BIRMINGHAM and the Black Country.*

INGHAM GAZETTE

of

Three.

In order to fight the American Tobacco Trust in their invasion of the British market a generation ago, the British manufacturers combined; they also bought a controlling interest in several of the largest chain store tobacconists. The Imperial Tobacco Company of Great Britain and Ireland have to-day a thorough hold on the

leading retailers, but outside those shops actually owned by the company most retailers are free to purchase both smokables and smokers' fancy goods in the open market. Tobacco, cigarettes, etc., also sold by practically every hotel, public house, small general stores, etc., throughout the country; many railway station bookstalls also carry stocks.

MEN'S OUTFITTERS, TAILORS, CLOTHIERS, HATTERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Stewart's, Ltd.	Middlesborough	87	North & Mid.	Jackson & Sons, Ltd., (Hatters)	Stockport	86 (3)	Provinces
Beaty Bros., Ltd.	Manchester	6 (4)	—	Doland, G., Ltd.	London	9 (5)	—
Reed, Austin.	London	8 (3)	In three cities	Dunns, Ltd. (Hatters)	London	200 (A)	Brit. Isles
Hepworth, J., & Sons, Ltd.	Leeds	160 (A)	Brit. Isles	Southcott, C. G.	Hull	20 (5) (A)	—
Donegal Tweed Co.	—	120 (A)	Lanes. & Midl'ds	Walton, Isaac, & Co., Ltd.	London	5 (3) (4)	—
Redmayne, S., & Sons, Ltd.	Wigton	12	—	McCombie Bros., Ltd.	London	10 (A)	London
Bradley's	Chester	100 (A)	Lanes.	Lockwood & Bradley	London	22 (A)	—
Sturla, G., & Sons, Ltd.	Liverpool	10 (4)	Cheshire	Horne Bros.	London	13 (3)	—
Dixon & Parker, Ltd.	Nottingham	14 (5)	Midl'ds	Irish Linen Stores	London	—	—
Hart & Levy, Ltd.	Leicester	35 (4)	—	Gardiner & Co.	London	5 (4)	—
Hope Bros., Ltd.	London	33 (3)	Brit. Isles	Collett, Ltd.	London	10	London
Rego Clothiers, Ltd.	London	34 (1)	—	Baker, Chas., Ltd.	London	7 (A) (4)	—
				Shields, Ltd.	London-derry	10 (A)	—

This table is a mixed one, owing to the peculiarities of the trade. It includes: (1) Outfitters selling primarily men's underwear, shirts, ties, collars and furnishings; (2) Tailors doing a purely bespoke (made-to-measure) trade; (3) Clothiers selling only ready-to-wear clothes; (4) Hatters primarily selling hats, but also dealing in ready-mades, boots, etc.; (5) Pawnbrokers doing a large business in both ready-mades and bespoke, and retailers doing two or three or all these things. Local

customs have a great influence in these trades; in working-class districts and particularly in coal mining areas throughout the country a considerable volume of the trade is done by the pawnbroking fraternity. In many so-called pit villages—often town of ten to fifteen thousand population—the pawnbrokers run very comprehensive general stores and do a large portion of the district trade in clothing, jewellery, musical instruments, boots, furniture, etc., etc.

GROCERS, PROVISION DEALERS, TEA & BUTTER DEALERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Willson, Walter, Ltd.	Gateshead	141 (2)	North of England	London & Newcastle Tea Co.	Newcastle	20 (A)	—
Brough's Stores, Ltd.	Newcastle-on-Tyne	10 (A)	—	Burgons, Ltd.	Manchester	24 (A)	—
Mills, J. H., & Co.	Bristol	12 (A)	—	Mead, T., Seymour, Ltd.	Manchester	50 (A)	—

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at CAPE TOWN, SYDNEY, BUENOS AIRES

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

THE UNITED STATES— A MARKET FOR BRITISH GOODS

One Hundred Million People worth Two
Hundred Billion Dollars

¶ The two great English-speaking nations, drawn together by the ties of common sacrifice, are awakening to the tremendous possibilities of closer commercial relationship. Many British manufacturers, who have hitherto paid little attention to the American market, are now preparing to cultivate it vigorously and systematically. They are planning advertising for America as a necessary means of securing quick access to the richest market the world affords.

AN ENGLISH-AMERICAN ADVERTISING SERVICE

¶ To assist English manufacturers in developing American trade, and to help American enterprise build British business, we have maintained for twelve years an International Advertising Company with offices in London and Chicago. We are entrusted with the advertising of leading manufacturers of

Motor Cars.	Power Pumps.
Arms and Ammunition.	Wearing Apparel.
Powder and Explosives.	Electric Batteries.
Bedsteads.	Iron and Steel Products.
Fountain Pens and Type-writers.	Patented Process Roofing, etc., etc.

We have acted for such manufacturers for a great number of years—and the list is steadily increasing.

¶ A letter of inquiry may be the means of bringing you in touch with a new market of infinite possibilities.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

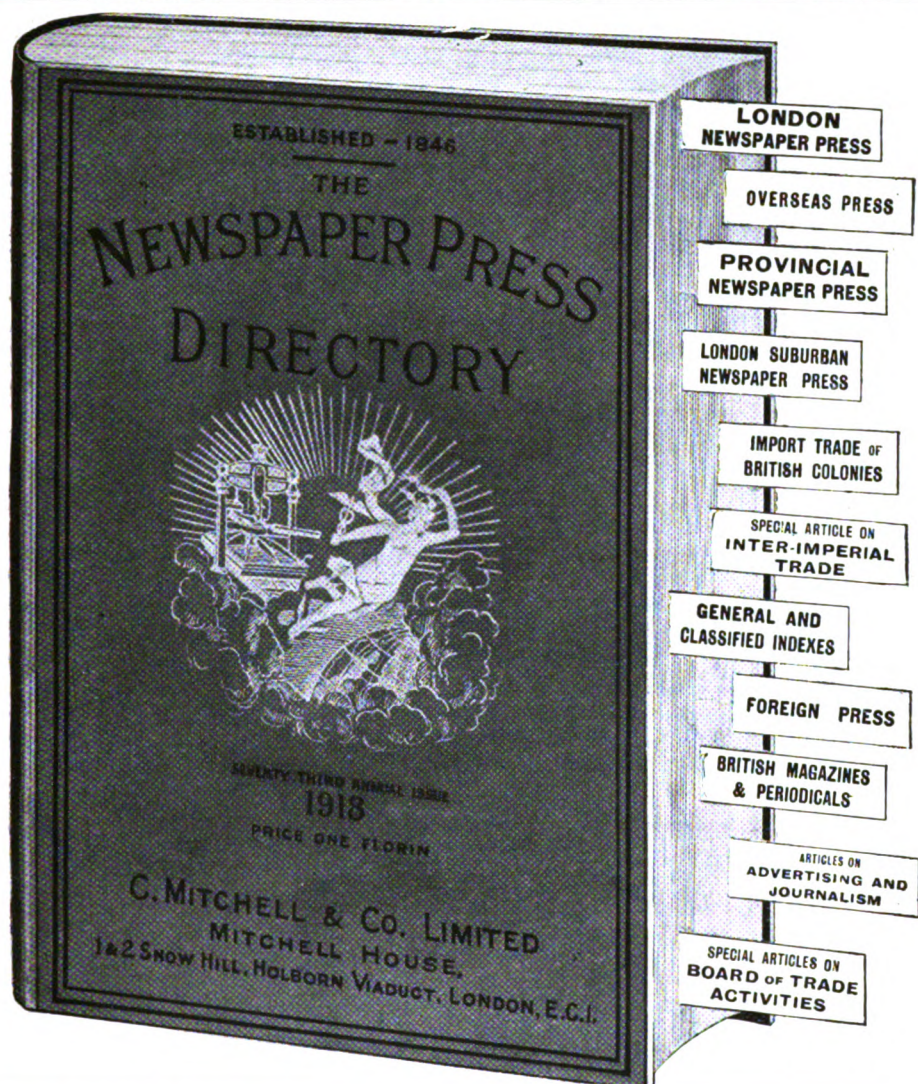
Directors :

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

GROCERS, PROVISION DEALERS, TEA AND BUTTER DEALERS—*continued.*

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Williams, John & Sons, Ltd.	Manchester	12 (A)	—	Maypole Dairy Co., Ltd.	London	889 (1)	—
Vernon's Stores, Ltd.	Manchester	15 (A)	—	Williamsons, Ltd.	London	58 (2)*	—
Empire Grocery & Provision Co.	Manchester	32 (A)	—	Sainsbury, J.	London	150 (A) (4)	London & Home Counties
Hunters, the Teamen, Ltd.	Manchester	16	—	Field, R., & Son, Ltd.	Hull	16 (4)*	—
City Tea Co.	Manchester	11 (A)	—	Leggett, S. J.	Bootle	12 (A)	—
Fay, Hugh, & Co.	Manchester	16 (A)	—	Pegram, J., & Co., Ltd.	Liverpool	150	—
Weatherall & Co., Ltd.	Manchester	12 (A)	—	Williams Bros., Ltd.	Birkenhead	16 (A)	—
Findlater & Co., Ltd.	Dublin	13 (A)	—	MacSymon's Stores	Liverpool	6 (4) (A)	—
Leverett & Frye, Ltd.	London	20 (A)	London	Burton & Sons, Ltd.	Nottingham	160 (5)	—
Williams, H., & Co., Ltd.	Dublin	10 (A) (4)	Dublin	Peark's Dairies, Ltd.	London	211	—
Wallaces, Ltd. (Globe Tea Co.)	Halifax	49 (2) (5)	Provinces	Meadow Dairy Co., Ltd.	London	202	—
Cochrane, Andrew, Ltd.	Glasgow	92 (2) (A)	—	Hudson Bros., Ltd.	London	413 total	—
Templeton, R. & J., Ltd.	Glasgow	95 (2) (A)	—	Annacker, Ltd.	Glasgow	25 (4)	—
Massey, A., & Sons, Ltd.	Glasgow	40 (A)	—	Waddell, R. D., Ltd.	Glasgow	20 (A)	—
Thompson, Hy., & Sons, Ltd.	Liverpool	15 (A)	—	International Tea Stores, Ltd.	London	34 (A)	—
Hughes, John	Bootle	56 (A)	—	Cooper & Co.	Glasgow	400 (1)	—
Irwin, Jno., & Sons, Ltd.	Liverpool	120 (2)	—	Frost, S., & Sons, Ltd.	Glasgow	60 (4)	Brit. Isles
Kellitt, John, & Sons	Liverpool	12 (A)	—	Drivers, Ltd.	London	40 (4)	London
King, J. J.	Bootle	12 (A)	—	Gallon & Sons, Ltd.	Bradford	36 (3)	—
Marsdens, Ltd.	Nottingham	42 (3)	—	Pipers, Ltd.	Leeds	120 (2)	—
Titus Ward & Co., Ltd.	London	18 (3)	—	World's Stores, Ltd.	London	25 (5) (3)	—
Home & Colonial Stores	London	799 (2) (5)	—	Francis & Son, Ltd.	London	130 (2)	—
Chapman, W. S., & Co., Ltd.	London	21 (3)	—	Cave, Austin & Co., Ltd.	London	4 (4)	—
Direct Trading Co.	Cardiff	23	—	Melia, Daniel, & Co., Ltd.	East-bourne	20 (A)*	—
Jackson, W., & Sons, Ltd.	Hull	20 (A) (4)	—	Star Tea Co., Ltd.	Bradford	50 (A)	—
Cussons, W., Ltd.	Hull	60 (A)	—	Cole, Johnson Brier & Cordery, Ltd.	London	300 (5) (3)	—
David Greig, Ltd.	London	100 (A)	—	Oakeshotts, Ltd.	London	13 (A)	—
Cullen, W. H.	—	95 (5)	—	Goodrich, E. R., Ltd.	London	22 (4)	—
Collinson & Sons, Ltd.	Halifax	18*	—	Carter, Geo., Ltd.	London	22 (A)	—
Lipton, Ltd.	London	472 (2)	—	Duckworth, J., & Sons, Ltd.	Rochdale	18	—
						108	Lancs.

* Also Café Proprietors.



An Essential Book for Business Men

Business men who are studying the question of trade after the war—who want to keep well informed of the commercial conditions of the Empire and of the opportunities for trade that exist overseas—should get the 1918 Edition (73rd Annual Issue) of

THE NEWSPAPER PRESS DIRECTORY

It is an indispensable guide and gazetteer to the Press and commercial interests of the world. Designed to assist manufacturers, traders, exporters, advertisers and all who are interested in the development of British Commerce.

"A wonderful Two-shillingsworth."

The Publishers, Mitchell House (Dept. A.W.), 1 & 2 Snow Hill, London, E.C.1.
February, 1918

Contains 642 pages brimful of valuable business facts and information.

Includes important articles on "Board of Trade Activities," "Inter-Imperial Trade," and gives Tariff Tables of the Dominions Overseas.

Price :

2/-

Post-free, 2/7.

(Abroad, 3/4.)

This list includes firms selling only a limited number of lines, e.g., the Maypole Co. selling only butter, tea, margarine and eggs, and either making, packing or importing everything themselves; firms selling every article usually sold by grocers and provision dealers, and either making, packing or importing everything possible under their own brands; firms primarily selling provisions, *i.e.*, hog products, tinned goods, etc., but also doing a trade in groceries; firms primarily selling tea, but also other lines; and

general grocers buying everything in the open market and stocking any goods within the scope of their trade demanded by the public. Where possible the nature of the trade done is indicated by signs, thus:

Selling a limited number of lines under own brands only.

Selling all suitable, almost entirely own brands.

Featuring own brands of commonest lines, but stocking advertised goods.

Buying in open market and carrying very few lines under own brands.

DRYSALTERS & OILMEN.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Dyas, Robt., Ltd.	London	37	London	Smith, G. Mence	London	23	London
Salmon & Sons, Ltd.	London	28	London	Walton, Has-sall & Port, Ltd.	London	60 (3)	London
Minton, R. R., & Sons, Ltd.	Liverpool	10	Liverp'l	Appleton, J. A.	Liverp'l	18 (A)	
Littlewood Bros.	London	18 (3)	London				

This is a business peculiar to London and one or two other districts only. Originally traders in this section sold lamp and other oils, oil lamps, cleaning utensils and materials. Nowadays they stock hundreds of lines, such as brushes,

Continued on page XX

There are about 800 Billposters in the United Kingdom

We have accounts with them all, and can place your contracts in every district that you need just as cheaply as you could place them after negotiating separately with 800 firms.

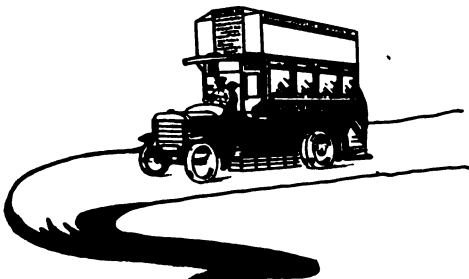
Moreover, we check your accounts—which means that not a foot of space is paid for until we have seen your posters on it.

**THAT IS SERVICE
BILLPOSTING**

*Write to us and we will
explain fully.*

Sheldons

**85-87 COOKRIDGE STREET,
LEEDS**



A
GENERAL
ROUTE

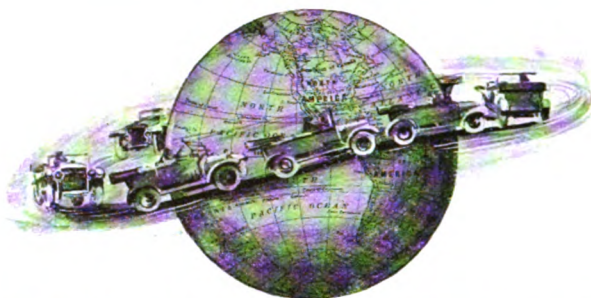
HAMMERSMITH
WALHAM GREEN
KINGS ROAD CHELSEA
SLOANE SQUARE
VICTORIA
WHITEHALL
CHARING +
STRAND
LUDGATE CIRCUS
CANNON STREET
BANK
LIVERPOOL STREET

A ROAD TO ADVERTISING
ONE OF MANY ROUTES THROUGH
THE BUSY CENTRE OF LONDON.

THE ROOT OF SUCCESS
IN ADVERTISING IS IN KNOWING HOW
TO REACH THE MAXIMUM NUMBER OF
PEOPLE AT THE MINIMUM COST.

YOU CAN REACH LONDON'S MILLIONS
AT A LOW COST IF YOU PLACE
YOUR ADVERTISEMENT ON THE
LONDON BUSES.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS CO., LTD.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.



We girdled the Globe for Studebaker

We will do the same for you

OUR campaign for Studebaker reached to every corner of the world—from Peru to Paris, from China to South Africa, Australia, India, New Zealand, Ceylon—it involved the rendering of technicalities into a dozen different tongues. No mere translations, but correct equivalents. It involved the appointment of and co-operation with local sales agents, investigation of their status, prestige and abilities, the selection of advertising media, their scope and influence, lowest rates, positions, adaptations of copy, and the thousand and one details therein implied.

We were completely successful and received the following appreciations

The Dorland Agency, Ltd.

MY DEAR MR. KETTLE,

We appreciate very much yours of May 8th enclosing a letter indicating results from our South African advertising. We have had occasion to note carefully the care and discretion with which you handled our interests.

Yours very truly,

THE STUDEBAKER CORPORATION.

The Dorland Agency, Ltd.

GENTLEMEN,

We are glad to receive yours of the 4th inst., concerning a letter from Hill Sawyer & Company, our Calcutta dealers. We certainly appreciate the careful attention you have given our account.

Yours very truly,

THE STUDEBAKER CORPORATION.

DORLAND AGENCY, Ltd

16 Regent St

London

366 Fifth Avenue, N. York.

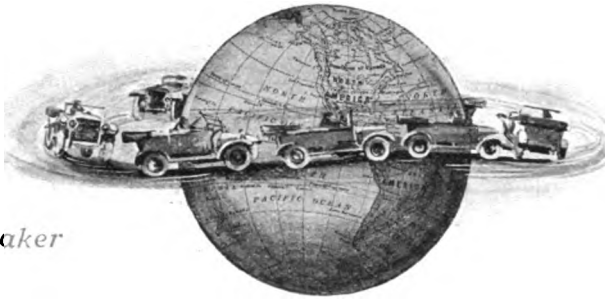
What

we

DID

for

Studebaker



We

CAN

do

for

You

WE are unusually well equipped to steer your craft of commerce through the perils and shallows of Foreign and Colonial seas. Both in personnel and experience we are qualified to render you vital service and sure guidance. One of our principals has lived, loved and fought in the Africas; another has conducted campaigns in Australia and New Zealand on the spot; another knows America and Canada from A to Z. One of our colleagues conducts agencies in every city of South America. We can talk to you about China and Japan. Our Continental representatives speak almost every European language.

We don't each of us know all of it; but all of us together know most of it!

Right now we are gathering in fresh experience. One of our staff is a Lieutenant-Colonel, D.S.O., commanding a Base Supply Depot of one of our most successful Expeditionary Forces. Another—Lieutenant-Colonel, D.S.O.—is occupied in a very high military position in France; both have risen from simple subalterns since the war began. Salonica, Gallipoli, Mesopotamia, France and Russia have all been under recent review by competent Dorland experts. Our men are to-day coming into contact with citizens from all quarters of the globe—and so we are refurbishing our facts and experience.

*D'ye know Boyd Cable
—the great War Writer?
He was a Dorland Man.
Austra'ia was his birthplace
—France his field of fame*

THEREFORE: if it's Advertising or Merchandising in any part of the globe, get into touch with the Agency of the Empire and the Allies—

THE DORLAND AGENCY, 16 Regent St., London, S.W.1

G. W. Kettle, Managing Director

Representing in Europe

NEW YORK EVENING POST.	WASHINGTON STAR.
BROOKLYN EAGLE.	SAN FRANCISCO CHRONICLE.
PHILADELPHIA INQUIRER.	PITTSBURGH DISPATCH
BOSTON TRANSCRIPT.	CLEVELAND PLAIN DEALER
CHICAGO TRIBUNE.	

Representative Empire Papers

MELBOURNE ARGUS.	CAPE TIMES.
CALCUTTA STATESMAN.	CAPE ARGUS.
TIMES OF INDIA.	EGYPTIAN GAZETTE.
JOHANNESBURG STAR.	CEYLON TIMES.
CANTERBURY TIMES	SINGAPORE FREE PRESS.
SYDNEY HERALD.	

tinned goods, polishes, sauces, bottled goods, iron, tin and metal goods, etc. They serve a most useful public purpose and are usually the "general" shop of the neighbourhood. As a rule, they are favourable to advertised lines and should not be neglected.

DYERS & CLEANERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Castlebank Dye Works	Glasgow	26	—	Achille Serre, Ltd.	London	102 (1)	—
Bowie, W. & J.	Glasgow	30	—	Bell, A., & Sons, Ltd.	Paisley	8	—
Gibson & Reid	Paisley	26	—	Brand & Mollison	Glasgow	11	—
Pullars' Dye Works	Perth	27*	Brit. Isles	Thomas Long	Not'g'm	17	—
Thompson, Ltd.	Perth	9	—	Dartry Dye Works, Ltd.	Dublin	11	—
Eastmans, Ltd.	London	203 (5)	South of Engl'd	Smith, J., & Co., Ltd.	Dewsbury	100	Brit. Isles
Lush & Cook	London	40 (A)	—	Johnson Bros. (Dyers), Ltd.	Bootle	400 (A)	—

* Have 3,700 special agents as receiving depots.

A trade with peculiar features of its own, in some cases working entirely through their own branches (receiving shops), in others maintaining a certain number of branches and thousands of receiving agencies, mostly small drapers, etc. Owing to numbers of branches and excellent organisations, would make unusually good distribution centres for suitable advertised goods.

CHEMISTS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Cockburn & Co., Ltd.	Glasgow	13 (3)	—	Spite, Francis, & Co., Ltd.	Glasgow	13 (3)	—
Taylor's Drug Co., Ltd.	Leeds	98 (3)	—	Boots, Ltd.	Not'g'm	567 (3)	Brit. Isles
Millburn's Stores, Ltd.	New-castle	23 (3) (A)	—	Heppells, Ltd.	London	10 (2) (5)	—
Hayes, Conyngham & Robinson, Ltd.	Dublin	10 (3) (A)	—	Needhams, Ltd.	Birmingham	40 (5) (3) (A)	London & Midlands
Hodder, Hy., & Co.	Bristol	17 (3)	—	Budden & Co. Warhurst, W. T., Ltd.	Liverp'l	7 (A)	—
Thompson & Capper, Ltd.	Liverpool	9 (3)	—	Parke's Drug Stores, Ltd.	Bootle	10 (A)	—
White, Timothy, Ltd.	Portsmouth	82 (3)	—	Savage, J., & Co., Ltd.	London	35	—
Waller & Riley, Ltd.	Bolton	12	—	Lewis & Burrows	Bradford	10 (3) (A)	—
				Martyn's Stores	London	25 (3)	—
					Wolverhampton	18 (A)	—

The chemists estimated in this table are all prepared to handle proprietary lines for which the manufacturer has created a consumer demand. While stocking any such articles of repute they naturally have in most cases their own competitive lines.

Messrs. Boots, Ltd. have at their chief branches extensive jewellery, fancy leather goods, book (circulating libraries), picture framing departments, etc., and at several branches they have cafés. Many other firms on the list have other departments in addition to drugs, etc.

(To be completed in the Special Supplement to the March issue of THE ADVERTISING WORLD).

546 - Busch -

The ADVERTISING WORLD

MAR. 1918

PRICE 1/-

MAY 10 1918

HARVARD COLLEGE
MAY 3 1918

Still More Confidence and Concentration in "PUNCH"

AN advertiser having for the first time used "PUNCH" during 1917 to the extent of **Six Quarter Pages** has now booked up for 1918 space to the extent of **Fourteen Pages**.

Another advertiser having on January 1st booked up **One Page** per month during 1918, desired on February 13th to increase his order to **Two Pages** per month for the rest of the year.

Yet another advertiser has placed an order for **Twenty-six Back Pages in two Colours** to be used within twelve months.

Could **Confidence** and the value of **Concentration** in "PUNCH" be better proved than by these and previous examples given in this space?

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 BOUVERIE STREET
LONDON, E.C.4



Every day for several weeks past much advertising has been crowded out of the "Northern Daily Telegraph," amounting to many columns per week.

The "Telegraph" stands high in the appreciation of its readers—and, obviously, of many discriminating advertisers.

Short-period orders only are at present being booked for the limited space available.

Head Office
BLACKBURN

London Office
85 FLEET STREET

The Craft *of the* Photo Engraver

On Block Repairing

HERE is the height of craftsmanship in photo engraving. To take out a bad scratch or fill in an ugly jag cut into the block, to take out something that is not wanted or to put in something that is. These are some of the things we do every day, working upon existing blocks, saving time, money, and annoyance.

Only craftsmen of the highest grade can do this work. Amongst printers, advertisers and publishers, "Craskes" are recognized as the house to do these things. That fact is an index to the quality of our craftsmen.

Phone for Mr. Craske - Holborn 2529

and make an appointment for him to call. The more difficult the task the more anxious we are to master it. Nothing is too small to interest us if it interests you.

Alfred Craske & Co

Makers of "Better Blocks"

at 5 East Harding Street
FETTER LANE, E.C.4

The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

MARCH, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries: single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address :
ADVERWARLD, HOLB. LONDON.

'PHONE: 2269 HOLBORN

Cables :
ADVERWARLD, LONDON



HURRY UP!

There is still time to book spaces for posters on Carter, Paterson's (and allied services) vans. **BUT YOU MUST HURRY**—or they will be taken by some other keen advertiser.

These vans carry the posters of many enterprising advertisers over an area of

400 square miles

Always on the move—attracting attention, creating sales—throughout Greater London and the Home Counties.

Apply for particulars to the Sole Agent:

J. WEINER'S

"VAN-AD" POSTER SERVICE

(Sole Agent for the Advertising on Carter, Paterson (and their allied services) Vans)

**32 Shaftesbury Avenue,
London, W.1**

Telephone :
1128 Gerrard (3 lines).

Telegrams :
"Lithoprint, Piccy, London."

OUR NEW PREMISES



WE have taken the entire building, with the exception of the shop, at 50 Ludgate Hill, half-way between Ludgate Circus and St. Paul's on the left-hand side. We shall remain here until the Government are finished with our present Offices at Imperial House.

While the location is obviously not as convenient as our old offices, we trust that prospective Clients will come and see us at the new Address.

CHARLES F. HIGHAM

LIMITED

THE LEADING FIRM OF PROFESSIONAL ADVERTISERS

50 LUDGATE HILL, LONDON

Telephone : 4428-4429-4430 Central.

Telegrams : " HIGHAMADS, " London,



A NEW MENACE TO TRADE-MARK OWNERS



HE widespread opposition to the Bill to Amend the Trade-Marks Act, 1905, will be increased in vigour and intensity by the clear evidence now forthcoming that its attack upon the property of trade-mark owners is likely to provoke retaliatory measures from foreign countries.

Mr. Paul E. Derrick has performed a very valuable service to those whose trade-marks are imperilled by giving publicity, in an admirable pamphlet, to the action taken by the Merchants' Association of New York as soon as the Bill was brought to their notice.

The committee of the association charged with examining the Bill speedily reported that it was "found to comprehend the confiscation of valuable trade-marks, goodwills and businesses of many American manufacturers" with the observation that, "In so far as the British Law and Statutes have hitherto encouraged the expenditure of large sums popularising such trade-marks in Great Britain by

holding out the promise of security, this sub-division (2) of the Bill suggests something of a breach of faith."

"This sub-division (2)," the committee declares, "will result in giving British subjects trade-mark rights in America denied to American citizens in Great Britain, and thus may call for legislation by the United States discriminating against British trade-mark owners."

Representations in conformity with this report are being made to the State Department urging it to take action to protect American interests.

Thus the provisions of the Bill promise as much damage to the British advertiser in his foreign as in his home trading: and the dangerous character of the Government's proposals is emphasised.

In the endeavour to remedy a comparatively small evil the promoters of the Bill have shown more energy than foresight. Their idea is equivalent to that of the well-meaning altruist who proposes to destroy a troublesome fly by bludgeoning the neighbour on whose bald head it chances to be resting.

The Bill has already met with the most hostile of receptions from all the leading industrial and trade organisations of this country. After the treatment it has received we may fairly regard it as upon its last legs, and hope that the stroke it has now received from the other side of the Atlantic will administer the *coup-de-grâce*.

SPACE RESTRICTIONS



WITH the paper shortage already acute, and a much greater stringency in plain prospect, newspaper publishers are drastically cutting down the amount of space they place at the disposal of advertisers. Since it is the "big circulations" that are naturally compelled to adopt the most severe measures in this direction, the consequence is that advertisers are finding themselves deprived of much of the publicity on which they were accustomed mainly to rely.

Of what have been regarded as the more desirable kinds of advertising space there is now nothing like sufficient fully to meet the requirements of advertisers, and day by day more of their ordinary channels of communication with the public are narrowed if not closed.

In these circumstances the advertisers who know that they cannot in any event afford to "drop out" are finding it necessary to study with closer attention the claims of media which in normal times they were inclined to despise.

Many of these still have space available for advertisements because they have never hitherto been able to obtain a "full house."

It is not altogether to be regretted that general advertisers should be forced to examine the potentialities of a considerable number of more or less specialised periodicals of comparatively small circulation which it had become their habit to ignore.

Without in the smallest degree depreciating the power of the

big circulations, it may be said that probably the majority of advertisers would have obtained a higher percentage of profit from their advertising expenditure had they taken the trouble to utilise to the full a large group of periodicals each appealing perhaps only to a small circle of readers, but each in its own field exercising a supreme influence.

The restriction of advertising space in some of our most important advertising media has been accompanied by an increase in rates. This is, in general, entirely justified. Apart from any other consideration it should be borne in mind that the advertisement rates at present prevailing are very much less than they would be had they been advanced in just accordance with the common rise in prices, or, to put it another way, the fall in purchasing power of the pound sterling.

Advertisers have in the matter of price been treated very generously by the Press during wartime, and we trust they are duly grateful.

THE NEWSPAPER PUBLISHERS' POLICY



We have received several communications suggesting that in order to conserve their very limited supplies of paper newspaper publishers would have been better advised to have economised rather by cutting down circulations than by reducing the space available for advertisers.

Some of our correspondents point out that in all probability even with heavily cut circulations the majority of newspapers could maintain existing advertisement rates and still sell all the space they were able to offer.

This would seem to be true, and it may be assumed that newspaper publishers looking merely to immediate profit would have been content to throw a proportion of their readers overboard so that they might continue to carry their normal complement of advertisers.

It so happens, however, that newspaper publishers are for the most part rather long-sighted individuals ; and that they are fully aware wherein the goodwill value of their property resides.

They know that, first, last and all the time, they owe everything to their readers. It need not be supposed that they sacrifice advertisement revenue without very genuine regret, but they realise that so long as their circulations can be maintained they are preserving their capital although they may be losing income.

Advertisers will come to the circulation as soon as they are permitted to do so, but circulation once lost may never be obtained again, or only recovered after many days and much expenditure of money and labour.

The newspaper publisher who takes care of his circulation can, in short, afford to treat his advertisers as a minor consideration.

The policy generally adopted by newspaper publishers in view of the paper shortage is thus, of course, perfectly understandable.

It provides an illuminating commentary, none the less, on those who are so fond of picturing the Press of to-day as in the strangle-hold of advertising interests.

The severe restriction of advertisement space in the Press will very seriously affect advertisers of every class, and it will hit more hardly still the advertising agent, to whom newspaper publishers owe a great deal.

Perhaps the newspaper publishers might have more regard to the effect of their policy in these directions. That they have not seen fit to do so is a proof of independence that may well please the public more than the advertising fraternity.

NEW LAURELS FOR THE ALDWYCH CLUB



THE Aldwych Club has added to a reputation which long since became national by its association with such a triumphant success as the "Business Men's Week" War Bond campaign.

It provided an admirable demonstration of commonsensible advertising craftsmanship in operation. Advertising has done much wonderful work during war-time, but it has never shown itself to greater advantage than in its latest effort, for which advertising men alone can claim full credit.

Everyone interested in advertising should feel profoundly indebted to the Aldwych Club for what it has done during the past year or two to add to the dignity and importance of the interests it so ably represents: and should, if eligible, support by membership what has become an invaluable institution.

GIVE THE RETAILER A FAIR DEAL



ADVERTISERS are constantly "up against" a hostility towards branded goods on the part of retailers.

There are many reasons for this; but the one which here we wish to note is the unfair treatment of retailers by not a few vendors of widely-advertised articles. Fixed in the belief that by sufficiently extensive and energetic advertising to the public they can force the retailer to stock, they have often cut down the margin of profit allowed to the latter to a grossly inadequate percentage.

To cover a policy which is utterly indefensible by any honest argument, they have talked oceans of balderdash about their increasing and speeding up the retailer's turnover and so conferring upon him benefits far beyond any apparent in their skinflint "terms."

This will not do. All advertisers ought to know, and most *do* know, that the small retailer is very often, indeed generally, in a position where any considerable increase or speeding up of his turnover is beyond question. He has his own small position in the social scheme of things in his locality, and can only improve it by

very slow degrees. A local constituency is excessively conservative in its local trading habits. Moreover, its purchasing power cannot be expanded at will.

The advertiser should make it a prime consideration in fixing the selling price of the commodity to see that it permits the small retailer to reap a fair profit on every transaction in it. It will pay him to do so, and he will have the moral satisfaction of knowing that his hands are clean.

Advertisers are always complaining about "substitution." Some of them have made it essential for the retailer, who cannot afford to handle goods at a loss, to pursue this practice. If all branded goods showed a reasonable profit to the retailer the evil of substitution would be scotched if not killed.

NATIONAL ADVERTISING



WE invite the particular attention of our readers to the article under the above heading published in this issue, and should be glad to receive any comments upon it that they may care to forward us for publication in our April issue.

It should be noted that the suggestions made apply solely to advertising for trade, and not to national propagandism of a more general character.

There is a vast amount of work being done towards the more efficient organisation of British industry after the war, and there is also a vigorous national advertising campaign now being carried on overseas.

The former, however, is chiefly concerned with production and transport, and the latter is at present mostly of a non-commercial character.

What is wanted is a proper organisation of the national sales department.

THE NATIONAL ADVERTISING SOCIETY



FOR the National Advertising Society the past year has been singularly uneventful, but nevertheless the Committee are able to show in their annual report, to be presented on April 8th, a record of really good work quietly and unostentatiously done. The war has prevented any considerable increase in membership and at the same time rendered unwise any active propaganda for the swelling of the ranks, but the good the society is accomplishing has not been overlooked by advertising men, and when we get back to peace times we shall no doubt see a big accession of membership.

The elections of pensioners have served to remind members of our calling that they have in the society an organisation which can help them if they fall by the wayside. Few men can be quite sure that they may not need help some day, and every member of our fraternity should support this excellent society, for the sake of others if not for himself.

NATIONAL ADVERTISING



The urgent need for a thoroughly organised propagandist campaign on behalf of British trade in overseas markets.

THE OUTSTANDING certainty in a clouded future is that international commercial competition will, after the war, be pursued with an intensity and organised intention to which the past affords no parallel.

It cannot be doubted that the commercial conflict to come will be in its own way as desperate as the military struggle which is now, as we all hope, entering upon its final stage, and that its victories and defeats will be no less vitally important to the peoples who achieve or suffer them.

No nation will be able to sustain its part in this intensified struggle for commercial existence which does not organise and bring into play the whole of its available resources.

Individual manufacturers and merchants, acting for their own interests, may do a great deal to secure for the country to which they belong its place in the sun of commerce; but the time has passed when individual efforts, however well-directed and energetic, can do more than a small part of the work that must be done.

THE DAY OF BIG THINGS.

For better or worse we live in a time when the big organisation is dominant, and when the fighting units in the arena, whether of war or trade, are whole nations.

Our trade campaigning in the future must consequently be national, unless we are to invite defeat.

The three most important items in the campaign are trade banking facilities of an extended character, an efficient commercial intelligence service, and scientifically conducted advertising.

We propose here to confine ourselves to the last-named essential.

War-time emergencies have forced our lords and governors to recognise, in practice if not in words, that in the modern world advertising, using

the term in its current and more restricted acceptation, is a power which cannot be ignored or despised. And they have had to call to their assistance a host of skilled advertising craftsmen.

In addition to the various campaigns it has conducted at home, the Government has had to embark upon world-wide propagandist enterprises in order to prevent a dangerous misunderstanding and misjudgment of British war aims and war achievements in allied and neutral countries.

INTERNATIONAL ADVERTISING.

This international advertising was not organised until after the lack of it had worked much mischief. It is satisfactory to know that it is now being carried out systematically as well as energetically and on a scale fairly commensurate with the value of the ends to be attained.

Its effects will possess a commercial as well as a political importance in so far as they tend to create a favourable disposition towards this country in foreign communities. It cannot, however, make up for the want of systematised and continuous national advertising, having as its definite and sole intention the creation of such a feeling towards British products as will assure our manufacturers and merchants a ready entrance and friendly welcome in overseas markets.

Possibly there is an idea prevalent in some quarters that the propagandist machinery set up for war-time purposes may later on be adapted to do peace-time work. Whether the machinery is so constructed that it would lend itself to such a change of function is doubtful; but in any case the machinery of national commercial advertising should be in full operation now.

For every day of delay in starting it we shall pay dearly in the future.

To say that nothing has been done or is doing would be incorrect; but there is no comprehensive policy and no unified direction.

The Foreign Office, the Board of Trade, and a hybrid department situated somewhere between the two, are supposed to be brooding over the interests of British trade, present and potential, and no doubt they are doing their best; though what has been hatched so far is not very impressive. They each have so many eggs to look after that all cannot receive proper attention.

In any case, what they have set themselves to do—with the exception of the work hitherto performed by the Exhibitions Branch of the Board of Trade—does not include more than an infinitesimal proportion of active propagandism in overseas markets.

They have ambitious and far-reaching plans for experimenting with the internal machinery of our industry and commerce which will probably work a great deal of good or a great deal of harm according to the spirit in which they are materialised. It is at least something gained that the need for a courageous policy has here been recognised.

Further than this, they have at last come to the conclusion that our whole system of commercial intelligence as regards overseas markets requires reorganisation, and have made some attempt to increase its efficiency.

Characteristically enough, by a private arrangement between themselves, the Foreign Office and the Board of Trade have done this by acting in direct opposition to both the majority and minority reports of the Committee on Commercial Intelligence in Foreign

Countries, and setting up the hybrid department referred to—thus giving a complete and visible sanction to that very duality of control in the existing system which they were most strongly urged to remove.

This new department, it is interesting to note, is placed under the control of a permanent official who, as a member of the Committee referred to, recommended that it should on no account be created.

This is anything but “a satisfactory solution of a problem which”—to quote the Memorandum by the Board of

Trade and the Foreign Office with respect to the Future Organisation of Commercial Intelligence—“for some years past has been urged on the attention of H.M. Government by the commercial and industrial community”: but we may let it pass here with the pious hope that it will prove less sterile than it promises.

Whatever else it may claim to be, this new department makes no pretence of being a Department of National Commercial Publicity. Its function is the collection of commercial intelligence; one of the utmost importance, but representing only a part of the work that must be done in the creation, maintenance, and extension of trade in all markets.

What is every bit as necessary is a department wholly devoted to the conduct of commercial publicity in foreign markets on behalf of British products. It should be a sub-department of a completely equipped Ministry of Commerce, but that is by the way.

This department should be under the command of a competent and responsible chief who has extensive

“British industry and commerce have always been too ready to perceive that the Government can be a bad master; and too slow to recognise that it might be a good servant.”

experience of advertising methods and advertising achievements. It is an advertising man's work that has to be done, and an advertising man should be put in charge. He should be able to formulate a policy and prepare a plan for national commercial advertising, and when a policy and plan have been approved he should be given full responsibility for their execution.

PROPAGANDIST CENTRES.

His business should be the establishment and direction of permanent national propagandist centres in the world's commercial capitals, from which every market could be continuously supplied with educational advertising matter in favour of British industry and commerce.

These local distributing offices—for that is what they would, in the main, amount to—should be generously supplied with first-class material, and given all reasonable freedom to use it as their knowledge of the conditions of the market in which they are situated may dictate.

They should be staffed by a specially trained personnel. The work to be done cannot be performed by amateurs however intelligent.

The propagandist material supplied by the home organisation for distribution either directly as advertising matter, as Press "editorials," or in any other manner as circumstances might suggest, should be of a general character. It would deal as occasion arose or opportunities occurred with specific industries; but whatever means it might employ its one objective would be the creation of an "atmosphere" favourable to the general development of British trade.

This general propagandism should be paid for by the State. Its effects would, by serving British commerce in one way or another, benefit every British man or woman, and its cost might therefore quite legitimately be borne by the entire community.

For more specific purposes the Commercial Publicity Department should get into touch with all chambers of commerce, industrial associations and other bodies concerned with particular local and trade interests in the British

Isles and invite them to second its efforts by combined advertising devoted to their special interests abroad.

There are many bodies already in existence possessing all the necessary facilities for collecting campaign funds and instituting combined advertising operations of this character; and, under pressure of existing circumstances and threatened happenings, more are coming into being every day.

The Publicity Department would be able to help these bodies in preparing advertising schemes for overseas markets, and would be in a position to give them reliable, up-to-date, and disinterested advice from its representatives abroad as to the most effective method of procedure in each individual market.

Directly and through trade associations the Publicity Department should further stimulate individual manufacturers and merchants to a stronger commercial offensive in suitable overseas fields, and assist them in the adoption of the strategy and tactics best calculated to secure success in each.

ACT AT ONCE.

It will hardly be denied that such work as is here outlined as belonging to a properly constituted commercial Publicity Department ought to be taken in hand without delay; and it surely must be conceded that such machinery as at present exists for its prosecution is clumsy, wasteful and ineffective.

The work cannot be done as it should and must be done, unless British trade is in the future to be handicapped grievously, by odd sub-sections of several departments already overburdened with duties, semi-ossified by permanent officialism, and at loggerheads with each other.

It is one thing, and it should be the concern of one organisation under one head.

If possible the curse that lies upon most Government departments should be removed from it, and due provision made that its chief be not too transitory and the rest of the staff too permanent.

The permanent staffs of most of our Government departments form the most formidable obstacle in the way of any forward move.



[By courtesy of "The Graphic."]

SOME OF THE POSTERS

BUSINESS MEN'S WEEK

How the Aldwych Club organised a famous victory for the National War Savings Committee.

WITH THE idea of a special "Business Men's Week" effort for the sale of War Bonds the National War Savings Committee very naturally turned to the Aldwych Club for assistance. The Aldwych Club consists of business men associated specifically in their capacity of advertising salesmen; and the appeal to be made was precisely of the kind that its members should best know how to shape.

The Club readily undertook to formulate, organise and carry out a "Business Men's Week" scheme, and how it acquitted itself of its task is now a matter of history. It not only attained its £100,000,000 objective, but went beyond it by obtaining nearly £40,000,000 in addition.

This splendid success was not brought about by any miracle of cleverness or by any superlatively brilliant idea. Few successes of advertising and salesmanship are so brought about. It was the result of a knowledge won from experience and an applied common sense.

"We soon made up our minds that the investor must have a definite aim," said Mr. Wareham Smith, who, as hon. organiser of the campaign, was chiefly responsible for its conduct.

"If you ask people just to put up all the money they can, they will only come forward with a minimum amount, if with any. Ask them for a definite sum and, if they know it is for a worthy cause, they will do their level best to provide it.

"But, of course, the demand must be reasonable: so we first set to work to discover for how much we could fairly ask. All things considered, we concluded that a contribution at the rate of £2 10s. per head of the population would not be excessive, and we proceeded on that assumption.

"We assessed all the cities and towns of England and Wales on that basis, and they have answered to their assessment magnificently. Scotland, for various reasons, decided to hold their week in April.

"In order to give our demand a





Gentlemen: It is our duty to our country to make a special effort this week.

It is a duty to our country, as it is a duty to our country, to make a special effort this week. The advertisement is a call to action for men to support the war effort by buying National War Bonds.

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY
 You will get a high rate of interest on your money, and you will be helping to win the war.



Money now on deposit at the Bank will yield nearly 21% more interest if invested in National War Bonds.



TO-MORROW every working man can help.

Will you help your country?

It is a duty to our country, as it is a duty to our country, to make a special effort this week. The advertisement is a call to action for men to support the war effort by buying National War Bonds.

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY
 You will get a high rate of interest on your money, and you will be helping to win the war.



You can help by investing every spare pound and every spare shilling in War Savings Certificates.



A call to the people of LONDON.

The advertisement is a call to action for people of London to support the war effort by buying National War Bonds.

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY
 You will get a high rate of interest on your money, and you will be helping to win the war.



YOU CAN HELP. BUY WAR BONDS



Look at your Bank Book to-day—March 7th.

Have you money in the Bank which might be earning more for you?

The advertisement is a call to action for people to support the war effort by buying National War Bonds.

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY
 You will get a high rate of interest on your money, and you will be helping to win the war.

The advertisement is a call to action for people to support the war effort by buying National War Bonds.



Our Country never offered such a high rate of interest before the war. It will probably never offer it again after the war is over.

evening papers whole double column spaces, every other day throughout the week half double column spaces. For Monday's issue of *The Times* a whole triple column was taken.

"PROVINCIAL NEWSPAPERS.—The leading morning and evening newspapers were used in cities and towns of the 'super-Dreadnought,' 'monitor,' 'cruiser' and 'destroyer' classes—

the sizes of spaces and the number of insertions corresponded with those of the London newspapers.

"SPECIAL.—Whole page spaces in *The Statist*, *Economist*, *Investor's Review*, and *City Press* for the issue previous to Business Men's Week.

"It would be impossible for me to make any pretence of acknowledging in detail the generous assistance which

FOURTH DAY OF TANK WEEK



Are you helping to win? THE TANK RACE?

Have you done your best this week to help London in the great Tank race? Have you invested every spare pound, every spare shilling, in National War Bonds or War Savings Certificates?

WHAT OTHERS HAVE DONE LONDON CAN DO.

Bank Your Money at the Tank—This Week



Buy each of them a £5 Easy-to-Buy Bond to-day!

Buy all you can for yourself!

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY.



Easy-to-Buy Bonds are sold by all Banks and at money shops. Simply ask for £5 Nominative Bonds—no signing necessary.

LAST DAY OF TANK WEEK



Your last chance of making a success of TANK WEEK.

To ensure the tanks will have the usual comforts of the city and your other London needs. Have you helped to make London a Tank Week success?

REMEMBER HARTLEPOOL!

Bank Your Money at the Tank To-Day.

LAST DAY OF BUSINESS MEN'S WEEK



Could you look a fighting man straight in the face and say:

"During Business Men's Week I have done my best. I have invested every spare pound, every spare shilling, in National War Bonds or War Savings Certificates."

WHAT YOU WILL GET IF YOU LEND YOUR MONEY TO YOUR COUNTRY.



No other investment offers so many advantages to the small and to the large investor. Buy National War Bonds or War Savings Certificates TO-DAY.

DOES ADVERTISING CORRUPT THE PRESS ?

"So far, we see the growth of the Press marked by these characteristics: (1) It falls into the hands of a very few rich men, and nearly always of men of base origin and capacities. (2) It is, in their hands, a mere commercial enterprise. (3) It is economically supported by advertisers who can in part control it."

Hilaire Belloc.*

NOWADAYS, WHEN he is not compiling figures proving conclusively how the military forces of the Central Powers have been destroyed several times over, Mr. Belloc freely exercises a peculiarly keen scent for corruption.

No one has urged more strongly that the Blond Beast must be overcome, at whatever cost, if civilisation is to be saved; and no one has been more intent upon demonstrating that civilisation is not worth saving.

He does his best—which is not a small matter—to prove that all civilisation has given us is a social organisation corrupt in every nerve and tissue. All of us, if his contentions be correct, are either knaves or slaves and probably both.

On the whole it is perhaps as well that we can hardly bring ourselves to believe that all our institutions are in quite so hopeless a state of festering decay as Mr. Belloc declares them to be.

Otherwise the conservation of a body politic in which mortification was so far advanced would not be a war aim justifying the smallest sacrifice.

PESSIMISM PARAMOUNT.

In "The Free Press" Mr. Belloc sets himself the task of showing that not only British journalism, but also our machinery of government, our administration of justice, and our commercial manners and customs, are an offence and an abomination.

As regards the Press in particular the picture he suggests resembles that of the Cities of the Plain before judgment fell upon them. The only hope of salvation he allows lies in the presence in our midst of such pure and incor-

ruptible organs as *The New Age* and *The New Witness*—the only two named—with a very few other periodicals.

Now we are very far from regarding the Press of this, or any other, country as in any way perfect beyond the possibility of improvement; but we most emphatically assert that Mr. Belloc's chief suggestion is altogether misleading and wide of the truth.

A FALSE IMPRESSION.

The only impression that could be left on the mind of any uninformed reader of his book would be that a once independent and honest Press had become the enslaved disseminator of calculated lies; that a once honourable race of journalists had degenerated into a gang of hireling assassins of truth; and that the public wells of information, once free and uncontaminated, were now both controlled and poisoned to serve the ends of small and selfish but powerful interests.

This is the most gross misrepresentation of the truth. However far from being absolute independent our Press may be to-day, it is nearer being so than at any period since the first British newspaper was printed. For one thing, it has grown too powerful to need to respond to the many influences that once were able to sway it at their will. For another, the bribery and corruption that were in the not very distant past accepted with complaisance as inevitable in every department of public and private affairs—and not judged as even technically dishonourable—are now most strongly condemned and in a variety of ways heavily punished.

Moreover, the newspaper reading

* "The Free Press." By Hilaire Belloc. George Allen & Unwin, Ltd.

public of these times is much more sophisticated and sceptical than that which used to regard everything appearing "in print" as necessarily true. The newspaper which put too severe a strain upon the credulity of its readers or too consistently sacrificed general to sectional interests would speedily find that its goodwill value, both as a business concern and as a guardian of any special interest, had wholly disappeared.

THOSE WICKED CAPITALISTS!

Mr. Belloc would have us believe that the whole of the "capitalist" proprietors of newspapers are involved in a sort of conspiracy to bamboozle and defraud the public in the service of a plutocracy to which they themselves belong.

If this be so, they are mighty poor conspirators. They are one and all ready to attack and "expose" each other whenever the smallest opportunity presents itself: and though this may not always offer an edifying spectacle it provides a substantial safeguard to the public. The contents of any day's issue of a few leading newspapers would prove Mr. Belloc's capitalist Press conspiracy to be a chimera of his own creation.

We are naturally particularly interested in Mr. Belloc's allegations, and insinuations, as to the sinister influence exercised by advertisers on the Press.

"If advertisement had come to be the stand-by of a newspaper, the capitalist owning the sheet," he says, "would necessarily consider his revenue from advertisement before anything else. . . . He was compelled then to respect his advertisers as his paymasters. To that extent, therefore, his power of giving true news and of printing sound opinion was limited, even though his own inclination should lean towards such news and such opinion."

This suggests the prevalence of a very grave evil, for all the qualifying "If" at its commencement. Comparatively few will note the significance of that "If."

Its importance becomes fully apparent when one remembers that advertisement is not the "stand-by" of a news-

paper and that no newspaper proprietor, capitalist or otherwise, would dream of considering his revenue from advertisement before anything else.

The stand-by of a newspaper is circulation—circulation will command advertisements, and nothing else will do so. The publisher must satisfy his readers, or he will have no advertisers either to satisfy or offend. And this means that the interests of the general public have in the main to be served before those of particular groups. On occasions, given a too tempting inducement, a great newspaper proprietor might be led to risk damaging a valuable property by sacrificing the interests of his readers to those of an advertiser, or a group of advertisers; but it would be a risk he would not dare often to repeat.

His sin, of commission or omission, would have to be committed in public, and its full exposure would be a joyous task to a host of jealous rivals.

ADVERTISERS' LIMITED INFLUENCE.

The small extent to which advertisers do, in fact, influence the editorial conduct of newspapers is plainly proven by one or two bits of evidence to which we invite Mr. Belloc's attention. Had he been as intent to discover the truth as to make out his case he might have come upon them himself.

One is that whenever advertising is mentioned in the editorial columns of the Press it is almost invariably referred to in terms of disrespect and antagonism. There is no difficulty in obtaining publicity for an attack upon some abuse of advertising, notwithstanding that any such attack must have a detrimental effect upon the interests of the whole body of advertisers.

Another is the amount of free publicity, and general support, given by the Press to the co-operative trading movement, which, whatever its merits or demerits, certainly operates to the serious disadvantage of the majority of advertisers.

If advertisers do indeed exercise the influence upon the editorial conduct of newspapers that Mr. Belloc ascribes to them they would appear to do so in a singularly ineffective manner.

Mr. Belloc makes a special complaint of what he describes as the boycott of the Free Press—that is *The New Age*, *The New Witness*, etc.—by advertisers.

REALLY TOO BAD!

"The Free Press," he says, "is rigorously boycotted by the great advertisers, partly, perhaps, because its small circulation renders them contemptuous (because really all of them are of the true wooden-headed "business" type that go in herds and never see for themselves where their goods will find the best market); but much more from frank enmity against the existence of any Free Press at all."

The writer of this passage seems rather to have lost his temper than to have found an argument.

Advertisers may be wise or unwise in assuming that the circulations of this Free Press are of immaterial value to them—our own impression, we may say in passing, is that these circulations would repay more attention than they receive—but there is no need to make spiteful remarks about them or to suppose that their assumption is based on other than perfectly understandable opinions of a strictly "business" character.

Advertisers do not neglect the Free Press because it is free, not even because it is, as Mr. Belloc admits, particularist and cranky, but because they do not consider it likely to yield them a reasonable return for their money.

They never think of it as a Free Press at all, and few regard it as possessing any quality of a sharply distinctive character. It belongs, in their estimation, to a very considerable group of Press advertising media of no importance to them.

They may be wrong, we think they are; but they are not therefore to be accused of a deliberate attempt to gag Free Pressmen.

HUMAN AFTER ALL.

Newspaper proprietors, editors and writers being very much like other human beings, do unquestionably lend to their presentment of news and opinions something of the colour of their own predilections and prejudices.

Any dozen men, all equally honest in intention, will tell the same story in a dozen different ways.

This is the simple explanation of the discrepancies between the views of current happenings given by our various journals: and there is no justification for any general imputation of dishonesty in it.

There are periodicals which wilfully and habitually invent, distort and suppress news matter of public importance for the furtherance of their own selfish ends: but they are few in number and weak in influence. A newspaper liar very soon becomes a branded liar and so loses at any rate a great deal of his power to deceive.

A WORD IN DEFENCE.

Periodicals ordinarily honest, also are occasionally led to deviate from the path that their duty to the public marks out for them. They cannot do so often even if they would—and we dare to credit the majority of their directors with a normal sense of decency and honour—for reasons already given.

The Press is a human institution and is liable to the aberrations and lapses to which every human individual and organisation is subject; but it is not less honest and honourable than the mass of the readers it serves, it is cleaner and more scrupulous to-day than ever before, it is commonly governed by more worthy motives and directed to more worthy purposes.

It is not falling into moral decadence but training into moral health.

In writing "The Free Press" Mr. Belloc seems to us to have had before his mind a condition of things that might have come to pass, that could reasonably have been expected to come to pass; but that, as it happens, does not exist.

That the subject of his book should be widely discussed is all to the good; but his own contribution to the discussion would have been much more valuable and weighty if he had been more ready to suspect his own judgments in the interpretation of motives and to have withheld his decision on important points until he was in full possession of the evidence.

HARRY A. SPOOR

A Character Sketch by H. W. Glockler

THERE ARE few more prominent characters in the world of films than the subject of this article. More has been done for the advancement and elevation of the photoplay by Mr. H. A. Spoor than many imagine. On meeting him intimately one is immediately impressed by his extreme affability and underlying generosity of spirit, which accompanies a quiet, unassuming manner, but which is, nevertheless, strongly supported by a gentle firmness and even at times by some aggression.

He is, in short, a man who knows, and knows he knows; he conveys his ideas forcefully, but without an attitude of dominance. Nothing is too small and nothing too large to demand Mr. Spoor's attention, in its due proportion. Every question, whether trivial or otherwise, is the only thing that matters, while it is receiving his consideration.

This close concentration, whether it be natural aptitude or acquired ability, spells success, because it denotes a commendable thoroughness.

Mr. Spoor has always been an enthusiastic believer in advertising, which, coupled with a sound knowledge of its practical side, has helped him to instigate and carry through several campaigns that have permeated the whole realm of films. Foremost of these booms will be remembered that associated with the king of film comedians—Charles Chaplin. When the Essanay Film Manufacturing Company of U.S.A. contracted with Charles Chaplin and produced a series of comedies in which that now famous artist appeared, his drolleries were not known or appreciated by such a vast proportion of the world's people as is now the case. The Essanay Company (whose President is Mr. Spoor's brother, G. K. Spoor) therefore prepared to launch a gigantic publicity scheme to synchronise with the distribution of these comedies throughout the world. Mr. Spoor, the accredited agent in London, played a very prominent part in this campaign with a great deal of success, for he soon impressed the public in every quarter with the

value of Chaplin's eccentricities as a factor in national entertainment.

As a pioneer American in European film exploitation Mr. Spoor was not long in realising the importance of advertising a brand of films. "Essanay" was that brand, and who has not heard of "Essanay"? This in itself provides abundant evidence of his genius for publicity. Films in which stars figured have all been creditably handled by Mr. H. A. Spoor, with the result that there is hardly a corner of the globe that has not had an opportunity of witnessing them.

Of Dutch descent, Mr. Spoor has an American ancestry, dating from 1675, and he can claim to have come from a hardy stock that has experienced the tribulation of all the American wars fought in the cause of liberty. His father served in the Civil War against the Southern States in the years 1861-5. Mr. Spoor was born in 1873 in Waukegan (Illinois), on the shores of Lake Michigan, and commenced his business career in the Passenger Department of the Chicago and North-Western Railroad, after which he was for about 12 years connected with the theatrical business. He established his home in Chicago, only about 36 miles from his birth-place, and remained there until his appointment as general European agent for the Essanay Company brought him to London. Mr. Spoor is now a director of Film Booking Offices, Limited, 22, Soho Square, which company was formed to distribute in the United Kingdom the whole Essanay output in addition to the films of M.P. Sales Agency and those of many of like reputation. In addition, he still controls the foreign rights for Essanay productions throughout the world, with the exception of North America.

In fostering the improvement of cinema exhibitions Mr. Spoor has shown a deep interest in the super-production, as he believes it is this class of film that has made the public appreciate the screen from an entertainment and an educational standpoint.



MR. HARRY A. SPOOR

in the camps. With characteristic thoroughness the Department has set to work to supply the need, and it is also characteristic that the Department has started a paper to tell the Press and others all about what is being done, and to enlist their assistance. The happy title of the publication is *The Smileage Advertiser*, and it is issued by the "Division of Advertising of the Committee of Public Information in co-operation with the Military Entertainment Council of the War Department Commission on Training Camp Activities." I reproduce

which a charge is made. As many cannot afford to buy the tickets, "Smileage Books" made up of coupons for the entertainments have been prepared and friends are asked to purchase these and send them to soldiers in the camps.

To help the sale of tickets manufacturers, storekeepers, and the like are invited to insert the advertisements of the scheme in the papers of the towns in which they carry on business. The whole scheme has been very well thought out.



A CHEQUE THAT ADVERTISES "QUALITY"

two of the many advertisement displays placed at the disposal of newspaper publishers who can spare space for them. These are all the work of the well-known Rankin Co. of Chicago.



Working the Scheme

The scheme of entertainments is certainly excellent. First-class artists have been secured, and the talent of the men themselves has been enlisted. There is, too, another feature of the scheme, and that is the provision of tickets to enable the men to witness the performances, for admission to

A Birmingham Artist's Work.

The admirably conceived design for a cheque, which I reproduce, is of considerable interest and may inspire other firms to follow suit. All Messrs. Sucklings' stationery is carried out on the same lines, and it constitutes an excellent advertisement for them. The design is intended to represent Art and Commerce, and the building in the centre is that of Kingsway House, Birmingham, where Messrs. Suckling have their offices. The artist was Mr. F. Wigley, a master at the Birmingham School of Art, who has been for some years a member of the staff of the Siviter Smith Advertising Service.

Mr. Hassall's Cinema Posters.

In the October issue of THE ADVERTISING WORLD it was mentioned that Mr. John Hassall had been invited by the Ideal Film Co. to design some posters for them, and I have pleasure now in reproducing two examples of his work for this firm. I congratulate Mr. Hassall on his efforts and the film company on doing their part to raise the standard of the cinema poster. For this improvement there was abundance of room. The average picture used to advertise a film is nothing more than a flat and lifeless coloured photograph of a scene from the play, reproduced on a large scale in the crudest of hues.

Such a poster might attract a three-penny audience in whom is developed a strong love of the penny dreadful type of story, but it absolutely repels more educated patrons, and so far as they are concerned the cinema flourishes in spite of the posters rather than by their help.



Uniformity in Colour Scheme.

A feature about these Hassall posters for the Ideal Film Co. is that it has been decided to adopt throughout one colour scheme for them all, so that they may be recognised as the posters of the company. The plan has drawbacks, for no doubt it restricts the choice of subject, but it has the merit of stamp-



ANOTHER POSTER FOR THE "DOMBEY & SON" FILM



FROM A "DOMBEY & SON" FILM
POSTER BY MR. JOHN HASSALL

ing the posters as those of the company and the advantage of this will be more fully realised when Mr. Hassall has done more of them.

It may puzzle some people how these posters can be produced now up to 18 sheet, in view of the limitations as to the size of such posters as had not been put in hand before the restriction order was enacted. It was done in this way. Mr. G. H. Cooke, manager of the poster department of his firm, foreseeing the likelihood of restriction, and before the rule came into force, had a number of borders printed in varying sizes with the central portions of the posters left blank. These he has since had filled with the varying pictures for his films. More than once the authorities have come to him on the matter, asserting that he had infringed the law, but he has always been able to convince them that he has kept within the limits of the regulations.

The Government as Paper Consumers.

An insight into what the Government's paper bill amounts to was afforded by some returns published recently. It was then shown that in

Departmental Slackness

This extravagance by Government Departments themselves in the matter of paper consumption was the occasion of protest lately by a correspondent in *The Westminster Gazette*. An editorial writer, commenting on the letter, observed :

Committees sit and report upon the great waste of paper by Government Departments; everybody who is in the trade knows that this waste is going on practically continuously and that requisitions are made for paper which cause the most serious disturbance to big industries in the country, apparently without thought of consequences. It is time that really serious consideration be given to this question by the Government. By serious consideration we do not mean the appointment of another Committee, but that an active and responsible Department shall have the control of all Government demands for paper and shall see that paper is not wasted either by the Government Departments themselves or by the many firms throughout the country engaged upon munitions."

"Waste of Paper"

The ignorance about advertising, even by men who should be well informed, was manifested in the House of Commons in a question about paper shortage. Mr. Wing, the member for Houghton-le-Spring, asked Mr. Wardle if he would call the attention of the Paper Commission "to the great waste of paper on our hoardings in advertising things which we are supposed to be short of?" I suppose the hon. gentleman has never heard of such an elementary business proposition as that of conserving a good-will.

Mr. Wardle, in his reply to this and other questions, said the Commission were doing all in their power to curtail the waste, and he hoped for some very drastic changes.

THOTH.



EXCELLENT COPY FOR ONE OF THE MOST INTERESTING OF CURRENT CAMPAIGNS

the Civil Service and Revenue departments £1,825,726 had been devoted to stationery and printing in excess of the original estimate. The amount originally voted by Parliament for stationery and printing was £1,203,859, but the expenditure was greater by the sum just named, bringing up the total to £3,029,685. It will be seen that the excess sum was far larger than the original vote.

Well might Sir C. Kinloch-Cooke ask Mr. Wardle to direct his attention "to the waste of paper in Government Departments." People have been shocked at the recent revelations of waste in this direction.

A PROMISING WAR BABY



Concerning the marketing and advertising of "Nesta" spring mattresses.

IT SEEMS ancient history by this time, but some of our readers may remember how the bottom of the world seemed to have fallen out in those first bewildering weeks of August and September, 1914.

The sudden plunge into the hot water of war took everyone's breath away for the time being. Some, however, kept their wits while they were gasping.

Among these were the manufacturers and advertisers of "Nesta" mattresses. In the far-off days of before-the-war they were engaged in conducting a prosperous business as upholsterers of

the very highest grade. Nearly all their work was done in connection with what could not by any means be considered as other than luxuries.

To say that this very active and profitable "going concern" was badly hit by the outbreak of war would be to understate the truth; it was in fact knocked out. The going concern stopped dead, and there was no hope that it could be put in motion again within any foreseeable period.

Some of this business has now been revived for special purposes and for particular lines, but that is by the way.

"It was, as you can imagine, a facer for us," said a Director of Nesta, Ltd., to the present scribe, "but after the first shock we decided very emphatically not to take what Fate was sending us without putting up an opposition. Resignation did not strike us as the virtue demanded by our circumstances. We could not carry on our old business, that was clear—very well, then, we would invent a new one.

"We did some high-pressure thinking, and within a day or two of the time that our upholstery business had come to a standstill, the scheme that has given us a valuable property in 'Nesta' mattresses was in movement.

"Some time before the war we had assigned the right to manufacture and sell a spring mattress, of which we owned the patents, to some people



THE CATALOGUE COVER

The Ideal Home needs the Ideal Mattress



When furnishing or re-furnishing a new house, the Mattress you are going to sleep on should have your first consideration. The "Nesta" Mattress is designed on sound principles that enable you to secure 60 minutes to the hour of sleep that is sound, comfortable and refreshing.

THE **Nesta** SPRING OVERLAY MATTRESS

The "Nesta" is the modern substitute for the old bun or wool mattress. It is waterproof and moisture resisting. Made in all shapes and sizes for Father, Mother or Child, and it costs from 60/- double bed size.

Write for descriptive Catalogue No.

"Nesta" Ltd., 60, Silver Street, Edmonton, London, N.



The Only Mattress that holds the Certificate of the Institute of Hygiene is the Nesta.

This mattress contains a patent spring filling by means of which each spring is secured to its neighbour, forming an entire surface of springs, which is then upholstered and makes the most luxurious and resilient mattress ever manufactured. On sale at all high-class House Furnishers.

Prices from £4 5 0 for a 4 ft. 6 in. mattress.

Nesta PATENT HYGIENIC SPRING MATTRESS

Write for Catalogue No. 5.

NESTA LTD., 60, Silver St., Edmonton, London, N.

Patent Nos. 22605-1906, 1203-1907



The Only Mattress that holds the Certificate of the Institute of Hygiene IS THE NESTA.

This mattress contains a patent spring filling by means of which each spring is secured to its neighbour, forming an entire surface of springs, which is then upholstered and makes the most luxurious and resilient mattress ever manufactured. On sale at all high-class House Furnishers. Prices from £2 5 0 for a 4 ft. 6 in. mattress.

Write for Catalogue No. 5.

NESTA, Ltd., 60, Silver Street, Edmonton, London, N. 18.

Patent Nos. 22605-1906, 1203-1907

EXAMPLES OF EARLIER COPY

who had made practically no use of it. Now that we were debarred from pursuing our ordinary activities, why should we not get busy with this spring mattress ourselves?

"The mattress, as we know, was a good, a very good one; and we believed that it had only to be 'made known,'

in proper modern fashion, for it to obtain a ready sale. If it was not already in demand it was only because no serious attempt had been made to arouse any interest in it.

"We decided to make it the basis of the new war-time campaigning that we must needs embark upon unless we were content to shut down while the fighting lasted.

"At the same time we quite definitely made up our minds that this new venture must be a success; and accordingly at once made extensive arrangements for a supply of raw material such as would enable us to manufacture the large number of mattresses that the public would require—although it was as yet ignorant of the fact—for a long time ahead.

"The consequence is that although the demand for 'Nesta' mattresses has exceeded even our own sanguine expectations, we have been able to satisfy all demands made upon us up to the present and trust that we shall continue to be able to do so.

"Being assured of our ability to supply a large demand, we could earnestly devote ourselves to the problem of creating it."

"A great many channels of distribution—not by any means all we wanted but a considerable proportion—were already open to us. We had already established connections with 'the trade' that were on both sides most cordial and satisfactory. Therefore, although we had to put forward a new proposition we could go to old friends with it, and so be assured that it would be at least carefully examined and judged with some bias in our favour.

"In general it was very well received and we had small difficulty in placing our mattress on the market. A notable exception was found in the big department stores and furnishing houses of London. These do not encourage the sale of any branded articles belonging to the same class as our own. They prefer to sell articles—whether or not of equal quality I will not say, though naturally I have my own opinion—upon which they can put their own profit.

"In the provinces the more important retailers, both department stores and

A NESTA QUERY:—*Why don't you increase your earning capacity?*

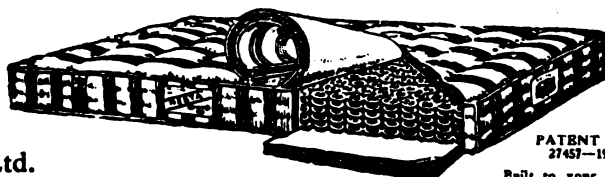
TO-DAY the question concerns women almost as much as men, and as in business now-a-days women are as often called upon to exercise initiative as men, our remarks are addressed to both sexes equally.

And "earning capacity" all boils down to this:—Success in business entirely depends upon Health, Knowledge and Ambition; and if you have not the first essential you will seldom acquire the others—because you "do not feel well enough."

Consider the people who really "do" things. Their chief assets are restless energy and ambition, and the last springs from the first, which also breeds "driving power." To them the will to succeed comes easy, it is born of constitutional exuberance—"which is usually a birthday gift—they must go on because the motive power inside compels—they may wear out the sooner, but they never rust out."

You cannot do what they do if you have not their motor—and one may live more happily with less action—but you can have, you *want* ordinary good health—and you cannot, you *will* not have it *unless you enjoy proper sleep*.

Now look at the mattress depicted below, the *only* mattress that holds the certificate of the Institute of Hygiene! It is worth much, *much* more than the price asked, and *ensures* perfect sleep. We should like to send you a copy of our free art booklet (No. 10), which will tell you all about it—for *his* sake if not for your own—may we?



NESTA Ltd.

60 Silver Street, EDMONTON, N.18.

PATENT NO.
27457—1908.

Built to your weight, responsive to every movement, perfectly ventilated

DEALING WITH THE PROPOSITION FROM AN UNEXPECTED ANGLE

specialised establishments, adopt a different and, as I believe, a sounder policy. They are perfectly willing to handle a branded article that will both give satisfaction to their customers and a fair profit to themselves.

"Consequently, both in the provinces and in Scotland we quickly obtained the best kind of distribution; and it is in the Midland and Northern areas of England and the industrial centres of Scotland that we to-day effect by far the greater number of our sales. Our prices, I should say, range from £5 2s. to £20 3s. 6d.

"I may note, in passing, that a curious feature of our sales is the number of mattresses that go to the smaller towns of Scotland. Some of these account for an astonishing number in relation to their populations.

"When we had arranged for a sufficiently wide distribution of our mattress we set out to advertise it. We went into all the leading London dailies, with five-inch-double-column spaces, at intervals so arranged that we were almost always represented in one or the other of them.

"We made experiments with a few provincial newspapers, and took space, mostly half-pages, in all the better known magazines.

"The kind of copy we used does not now please me at all" (see examples, page 154), "but I must not say too hard things of it. Whatever it was it started us upon a very successful career. Whether we should have moved off more briskly, or have gone farther, had better copy been used is a question now of purely academic interest. Personally I am inclined to think we might have improved upon our own success, had we used such copy as we are now issuing, from the first—most obvious results show it to be far more effective than our earlier efforts—but, in any case, we are not at all disposed to quarrel with what we have achieved or the means by which we have achieved it.

"As we continued the advertising of 'Nesta' mattresses, and were able to gauge more and more closely what each medium was doing for us, we were strongly led to concentrate our efforts. One by one we dropped what appeared to be the less fertile in results, as evidenced by inquiries and in other ways, until at length we are arrived at this—that we now rely solely upon *The Daily Mail* for publicity. This extreme concentration has certainly proved profitable in our case. We are obtaining to-day a better result from

only 70 per cent. of our first year's expenditure upon advertising.

"This is, no doubt, partly owing to the fact that we are now advertising an established commodity, and that we are using copy possessing, as far as I can judge, an exceptional power of appeal; but it remains a remarkable fact—and notwithstanding that we have to pay more for our space to-day and that we depend for results chiefly upon the *outside-of-London* circulation.

"The value of the paper to us is shown both in the number of direct inquiries we receive through our advertising from members of the general public, and in the respect in which, as we constantly find, *Daily Mail* front-page advertising is held by the retailer. The same advertisement induces the retailer to stock and the consumer to buy.

"When the present abnormal situation is relieved by the return of peace we shall undoubtedly modify the policy of concentrating all our Press advertising in one medium. There are, of course, many other newspapers and periodicals that would each serve excellently to introduce our proposition to a—from our point of view—most promising circle of readers. Until, how-

ever, we feel justified in exploiting the market to the full extent of its capacity—as we shall not feel until our manufacturing resources are no longer severely limited by war-time exigencies—experience has proved that by concentrating as we have done in a single newspaper of nation-wide circulation we best serve our own purposes.

"I have referred once or twice to what I regard as the exceptional quality of our recent advertisement copy. This is the work of Mr. R. N. Cary, a Fleet Street journalist and advertising man of varied experience, who contrives to state the case for 'Nesta' mattresses in such a way as to remove it altogether from the 'house furnishing' department, and to make it a much more human and personal concern.

"Starting from the undeniable fact that one-third of the lifetime of most of us is spent in bed, he shows that the mattress thereof may be numbered among one's best friends or worst enemies. He argues, expounds and illustrates his main theme from all sorts of angles and with a keen eye towards those aspects of it that are most striking and picturesque; but he neither desires to make, nor would we

Why do you spend so much time in bed?

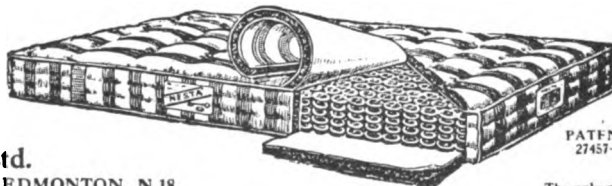
OF COURSE, in order to be able to do your work, you say. But eight hours out of the twenty-four, *one-third of your life!* What an awful waste of time if you don't get what you want—sleep, refreshing sleep, *all the time*. It is this that you need, the sleep that *rejuvenates*, the vital energy that creates self-confidence and overcomes all obstacles, that makes work easy. You know this but you don't *profit* by the knowledge. You spend one-third of your life in bed—and yet imagine that "any old mattress will do."

But it won't, and if you *mis-spend* one-third of your life you cannot reasonably expect to make a success of the remainder.

You ought to insist upon having the *best* mattress, your energy and even health depend on it—you need 60 minutes' perfect repose to the hour! The "Nesta" Overlay Mattress gives just that pure, unadulterated, healthy, refreshing sleep which is all essential in these days—*it means new life*. It is a nest of springs scientifically balanced in tension and compression, responsive to your every movement, built to your weight, perfectly ventilated and comfortably upholstered.

Mind! If you want to feel better and do better, if you want to *get* what you go to bed for you *must* have a "Nesta."

THE "NESTA" SPRING OVERLAY MATTRESSES
CAN BE OBTAINED FROM ANY HIGH-CLASS FURNISHER



NESTA Ltd.

60, Silver Street, EDMONTON, N.18.
A copy of our art booklet (No. 10) free on request.

PATENT NO.
27451-1908.

The only mattress that holds the
certificate of the Institute of Hygiene.

SOUND COPY BASED ON A SUGGESTIVE QUERY

Purchaser-Protection

IT IS THE FASHION TO PROTECT OURSELVES against the evil results of all manner of things and events—air raids, accidents, illness, fire, and so on.

“The Passing Show” advertisement guarantee is a form of purchaser-protection which enables the reader to buy without hesitation any of the goods advertised in the pages of this weekly. The gist of this guarantee is “SATISFACTION—or YOUR MONEY BACK.”

The regular weekly appearance of the “P.S.” guarantee adds much to the value of the advertisement space in

THE PASSING SHOW

as every advertiser in its pages realises.

ADVERTISEMENT RATES :

ORDINARY POSITION : **£36 per Page and pro rata**

SPECIAL POSITION : **£45 per Page and pro rata**

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2

Telephone No. : Gerrard 9870 (seven lines).

allow him to make, a single statement that is not most strictly within the truth.

"Mr. Cary has, too, made full use of one of our most telling selling points—our habit of making mattresses to measure, or rather to weight.

"Everybody can perceive that the mattress that would be comfortably resilient to a heavy weight would be as hard as iron to a feather-weight; and that, contrariwise, the mattress that would buoyantly support the feather-weight would be crushed flat by his twenty-stone friend.

"Comfort—and health—can only be attained by suiting the mattress to the weight that is to be laid upon it. This we do. We have made mattresses suited to every weight, from five to five-and-twenty stone, and could make them for more extreme cases if any such presented themselves.

TRUE PERSPECTIVE

It is obtained only by the correct disposition of the essential details. And when you buy a mattress—upon which you may spend one-third of your life—it is obviously of the utmost importance that you should see and recognise the essentials in their true perspective.

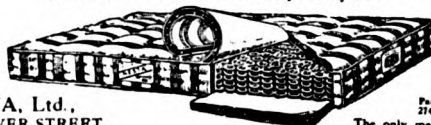
SLEEP, WORK AND REMUNERATION

You go to bed to sleep, that you may work again. You cannot work properly if you don't sleep well; so you buy a mattress simply for the energy that you can get out of it—just like coals! The greater your vital energy the more "worth while" your labour, whether house work, social work or business—the "remuneration" will correspond.

If, then, you would get an adequate return for the hours which you devote to the seductions of bed, your choice of a mattress must be determined solely by these considerations—they are the essential details, and there are no other factors that count in the true perspective!

We recommend the "Nesta" Spring Overlay Mattress because we have entire confidence in it! A "Nesta" Mattress is just as comfortable after years of service as it was the first day, and not a spring will have lost its original position. Another strong point is the perfect ventilation. Every "Nesta" has a fine wire gauze ventilator fitted in either end, to allow the free passage of air under the sleeper, and, as the Springs are sensitive to the slightest movements, the mattress automatically creates its own draught. There are other points, but, as it is obvious that repose under such conditions must be well nigh as beneficial as it is possible to conceive, it will suffice to say that *we* maintain that the "Nesta" is easily the best mattress made—as it is certainly the most hygienic.

If you will send for a copy of our No. 5 free art brochure, we think we can brighten your outlook on life. We should like to try! May we?



NESTA, Ltd.,
60, SILVER STREET,
EDMONTON, N. 18.

Patent No.
2163-1908
The only mattress that
holds the Certificate of
the Institute of Hygiene

COPY THAT PROVED EXCEPTIONALLY EFFECTIVE

"What Mr. Cary chiefly sets himself to do, however, is to talk in terms of health and energy rather than in terms of springs and upholstery; and by doing this he certainly makes the reader think and inquire—which is all that we ask.

"In saying that *The Daily Mail* at present carries the whole of our advertising, I should have added 'with the exception of the trade papers.' We have consistently been represented in these; but, to be perfectly frank, this is rather because we regard them as most useful institutions having a solid claim on our support than because we look for any material return from them.

"We issue a catalogue, artistic as to cover and businesslike as to contents. With this exception, we make use of nothing in the way of advertising

"NESTA" The Perfect FOLDING MATTRESS

(Patent applied for)

The only mattress that holds the certificate of the Institute of Hygiene

SLEEP is the preparation for work. Let it be dreamless, hygienic, perfect—"Nesta" perfect. The "Nesta" Wire Spring Mattress refreshes and exhilarates. It responds to your every movement; breathes with you, for you to recuperate your energy. Peep through the ventilators, and you will perceive that sleep on a "Nesta" is virtually sleeping on air.

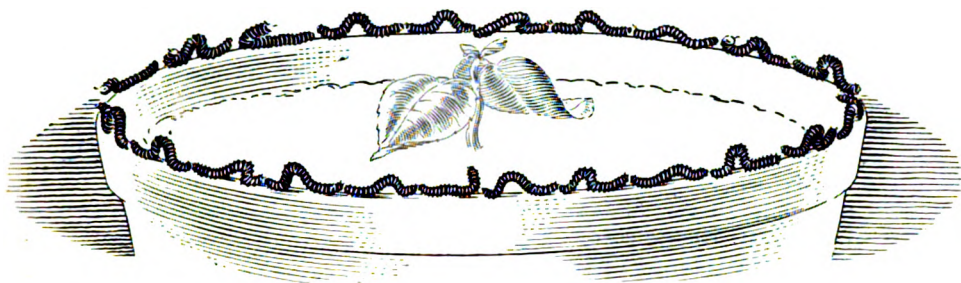
THE new "Nesta" is, of course, better. It is easier to handle, to turn from end to end, or over. It combines convenience with comfort. It folds! Any "Nesta," except the "De Luxe," can be made to fold at a slight additional cost. Very popular is the 4ft. 6in. No. 2 Standard, at \$6 5s. 3d., or, \$7 0s. 3d. adapted; others from \$4 5s.

BUY A "NESTA" AND SLEEP "THE SLEEP OF THE GODS"
(4 copies of our leaflet, No. 5, will be sent post free on application)

"NESTA" LTD., 60 Silver Street, EDMONTON, N

EMPHASISING A VERY IMPORTANT
FEATURE OF THE PROPOSITION

Instinct or Reason?



To show the pertinacity of *Instinct*, Fabre tells how a file of caterpillars marched round the rim of a big vase for seven weary days. Not one had sufficient *Reasoning* to leave the beaten track of his predecessor, to go straight for the food lying only a few inches away.

Which guides your Business?

—the caterpillar *Instinct* that takes you ever along the path others tread—or the bold initiative *Reasoning* that overcomes trade obstacles and builds a direct open road to the object in view.

The work of the Derrick Agency is noteworthy for its breadth and solidity. Time and again "those who should know" have predicted failure for the Derrick breakaway from trodden paths—only to be confounded by Results that are seen in some of the greatest and most permanent advertising successes.

The Derrick Do-it-Better Service reflects the *Reasoning* of its Chief from a lifetime's experience in the two greatest Advertising Spheres—Britain and America. Full particulars are yours for the asking, or you can get some insight into our successful methods by reading Mr. Derrick's book (see below.)

PAUL E. DERRICK ADVERTISING AGENCY, LTD.
34 Norfolk Street, Strand, W.C.2

HOW TO REDUCE SELLING COSTS

By PAUL E. DERRICK

is pronounced by the foremost Advertising Firms in this Country and America as the most closely reasoned treatise on Selling and Advertising yet produced. Cloth 6/- net (6/6 post paid) from your Bookseller, or from GEORGE NEWNES, Ltd., London, Publishers

material except our Press announcements.

"Looking upon the goodwill of our customers as an asset impossible to overvalue, we make it our iron rule to remove any fancied cause of complaint—however unreasonable—that any one of them may put forward, and to repair and put in order any mattress that is out of condition, even when clearly it has been damaged by misuse. This policy may cost us money that we could easily avoid spending; but after all, it is an economical method of securing the word-of-mouth publicity and recommendation to which every advertiser in the last resort owes so much.

"Our goodwill among the retailers we have built and maintain upon the solid foundations of quality and integrity. Our prices, to them as to the public, are fixed. Whether they buy one mattress or a thousand we make no difference. We do not play favourites or give discriminating advantages.

"We are only at the beginning of our career. As yet we have not half

covered the British market; but we do not propose to confine our operations even to this country. Our plans are laid, in general and in detail, for very lively campaigning in all the principal overseas markets as soon as ever circumstances will permit.

"We shall, in short, go out after all the business that is open to us; and we shall be off the mark the moment

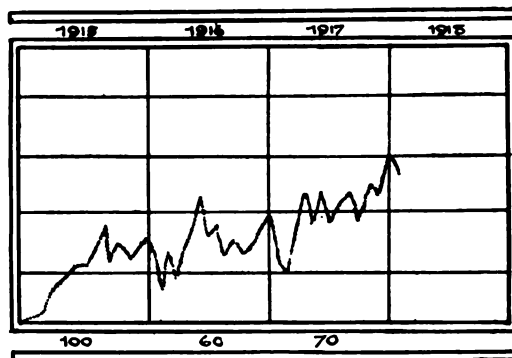


DIAGRAM SHOWING THE GROWTH OF SALES. The figures represent the relative expenditure on advertising for the first three years in terms of percentage.

the coming of peace clears the track for us."

HOW TO WRITE AN ADVERTISEMENT

By SYDNEY WALTON

A THOUSAND circumstances may condition the writing. Sometimes, after all our striving, the result is disappointing, and we are led to the conclusion that good "ads." are born—not made. They come in flashes and inspirations. They sail in on brain-waves. A streak of mental lightning writes the main display lines with a pen of flame.

After careful practice and a bit of intense thinking one gets the publicity brain. You see vividly the paths of approach (burglar like!) to the public purse. You get the "wooing note."

Train the instincts of observation. One's faculties can be doubled in power by discipline. Above everything, cultivate imagination. That's the golden rule. You must be able to slip out of your office chair into the chair of the customer whose defences you are going to capture. You must stand in his shoes, see through his spectacles. The best "ads." are written, I sometimes think, by the pro-

fessional who becomes for the moment a plain citizen standing among the multitude of potential buyers. Is it not so?

Don't let rules and regulations, so much white space here, so much heavy type there, hamper you in making that direct, downright, frank statement and appeal which command attention. Bee-line advertising is best. Take the route by which the crow flies.

Another point: the writing of a good "pulling ad." depends upon good reading—I've got many a hint from Dickens (after all, a novel is an emotional appeal)—and upon continuous observation of all sorts and conditions of life.

Don't keep your energies in too narrow a channel; if you want to sell tea, you'll sell it all the better for knowing other subjects.

I haven't given much technical advice. After all, technique is secondary. The life is more than the raiment.

"Commandeered"

WE ARE ADVERTISING AGENTS FOR :—

*Waterman's Ideal
Fountain Pens.
Pomeroys Toilet
Preparations.
Sun Life of Canada
Annuities.
Pelman Institute.
Decca Gramophones.
Henley Tyres.
Zox Powders.
British and Foreign
Bible Society.
Dartry Dye Works.
Boyd Pianos and Organs.
Sunbeam Cycles.
Isaac Walton Clothing.
Guy's Tonic.
Waltham Watches.
Globe Wernicke
"Elastic" Bookcases.
Suchard's Chocolates.
Roneo Office Appliances.
Gem Stills, etc.,
and many others.*

OUR offices—Pen Corner House, Kingsway—have been commandeered by the Government. Until such time as we are able to return to them, we have secured accommodation at

TEMPLE CHAMBERS
 TEMPLE AVENUE
 LONDON, E.C.4

Telephone :—
 City 7694
 (3 lines).

Telegrams :—
 "Exultation, Fleet,
 London."

The principal offices are on the Ground Floor. Entrance, the one nearest the Embankment. Will Advertising Managers and Representatives please note.

Fredk. E. POTTER, Ltd.

(The Service Agency which retains its clients.)

Our Brochure "World Wide Publicity," giving details of the Agency and specimens of its work, sent upon request.

CORRESPONDENCE

Business Men and the Government.

Editor, THE ADVERTISING WORLD.

SIR,—Will you allow me to express my pleasure with the prominence which you have given to this vital question in your leading article for February?

So much is now written on this question of industrial reconstruction and of the relations between trade and the Government that it is quite essential the journalistic world should get its ideas right on the matter. It is, therefore, very pleasing to find your magazine, which is recognised as one of the chief sources of inspiration to our profession, dealing with this subject and bringing out, as you do, the vital points which are so often overlooked.

The very basis of industrial organisation in the future must be co-operation between Capital and Management and Labour, as you so rightly point out.

The Industrial Reconstruction Council, of which I have the honour to be chairman, is a body established to endeavour to bring some order into the present chaos of trade organisation.

Our gospel is simple. It can be expressed in a few lines: "Every man in his union, every employer in his association, and from the two an elected Trade Parliament in every trade with proper official status and adequate powers." But before this gospel can be properly understood and accepted it is necessary to get a much clearer idea than prevails in some quarters as to the respective rights of Labour and Capital.

Labour is interested in wages, Capital in profits, and by giving the whole of their minds to these two points they have drifted into two opposing camps and have tended to ignore the sources from which both wages and profits arise—namely, the trade in which they are both employed.

The Whitley Report, with which you are familiar, is an official invitation for employers and employed in a given trade to come together for the benefit of that trade, and consequently for their own individual advancement.

It is not suggested that Labour should forgo any of its rights, or that Capital should hand over any of its privileges, but it is suggested that there is a great field for mutual effort and for work which it is impossible that either party can do separately, and which has never been done in the past.

There are such matters as education, scientific research, statistical research, and trade intelligence, which have never received adequate attention in the past, which are beyond the scope of the individual, which can only be handled on a co-operative basis, and in which Capital and Labour are equally interested.

In addition to these great subjects, which are always with us, there is now a long list of reconstruction problems urgently waiting the attention of the trades. The rationing of materials, priority demobilisation, apprenticeship, the disposal of Government stores, the removal of restrictions, and war pledges are only a few of the matters that will have to be arranged when war ends.

As things stand at present all these questions will be handled by bureaucrats, mostly without trade experience. If, on the other hand, traders will get themselves together and arrange themselves by trades and make known to the Government what are the views of each trade on these matters, the difficult task of reconstruction would stand a chance of being successfully accomplished.

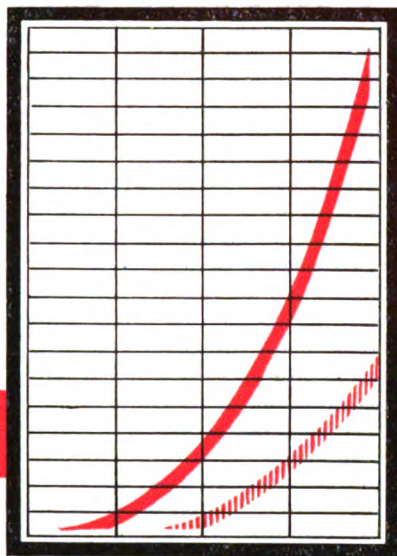
I was tempted to write because you brought out so clearly the need for combination between Capital and Labour and the fact that the workers, quite as much as the capitalists, must be affected by the manner in which the Government deals with trade problems.

If any of your readers are prepared to take a hand in the work of spreading these ideas they will be heartily welcomed by the Secretary of the I.R.C.

Yours faithfully,
ERNEST J. P. BENN,
Chairman.

The Industrial Reconstruction
Council, 8 Bouverie St., E.C.4.

What is a Crawford Curve ?



THE distinctive Crawford curve is shown by that sharply ascending solid red line on the chart—and it represents SALES.

¶ The advertisers of “Haig & Haig,” “Vigil Silk,” “Sefton Fabrics,” “Meccano,” “Caledon Cars,” and many others know the Crawford curve. They see it every time they make a diagrammatic record of their sales from the time when they first made use of the advertising service of W. S. Crawford, Ltd. They also see its most satisfactory relation to that fainter and flatter red curve representing advertising expenditure.

¶ The Crawford curve *belongs* to Crawford advertising—the two go together in an inseparable companionship. It is the result of an advertising policy and practice directed with a single eye to “selling the goods.”

¶ The press advertisements and other advertising matter issued by W. S. Crawford, Ltd., are admittedly marked by an exceptionally high standard of craftsmanship: but it is in the salesmanship behind the goods that the Crawford service stands alone. If you would enjoy the benefits of the Crawford Service call at

25 CRAVEN HOUSE, KINGSWAY, LONDON, W.C.2

BRITISH INDUSTRIES FAIR



War-time Preparation for Developing British Trade in Days of Peace.

THE FOURTH British Industries Fair, organised by the Board of Trade since the outbreak of the war, was opened on the 11th at the Pennington Street premises of the London Docks in the eastern part of the city. It was a big change in the venue and surroundings of the exhibition from the Victoria and Albert Museum, South Kensington, at which the display was held in the two preceding years, but the Museum was found to be far from a convenient place for the purpose, to say nothing of the necessary displacement of thousands of the usual exhibits to make room for the Fair.

In order to avoid any possible interference with the production of military requirements the Fair was again confined very strictly in its scope, the following industries only being represented: printing, paper, stationery, pottery, glass, fancy goods and toys. As in former years the right to exhibit was confined to manufacturers, and some 425 firms were represented, this being about the same number as last

year. The area covered by the Fair was, however, very much larger than in the case of any of the previous exhibitions, and therefore the firms represented were able to show their goods to better advantage. Many applicants who were late in sending in claims for space could not be accommodated. Over 60,000 firms received invitations to attend the Fair, so that exhibitors had a splendid opportunity of bringing their wares under the notice of just the right people.

The display was of an extremely interesting character within its somewhat limited scope, and the exhibits were of a high standard of merit. Scarcity of labour and of material and heavy demands on the time and energies of many firms hampered them seriously, and it was probably on this account that some well-known houses were not represented this year, a fact much to be regretted.

We give a brief description of the exhibits of some of those houses whose work makes chief appeal to our readers.

A GLANCE AT THE STANDS.

Messrs. Dean & Sons displayed a wealth of toys, dolls, rag books, and so on. The "Cowham kiddies," the "Tru-to-life" rag dolls, the "Fluffy Favourites" were especially lovable, and in addition the rag books—ideal for children—were also on view, together with lots of puzzles. Many of these would lend themselves admirably to the advertising of articles designed for the children.

Messrs. De La Rue & Co. made a very fine display of fancy leather goods, Onoto pens, stationery, and playing cards. They also drew the attention of visitors to a new line of ladies' handbags and note cases.

Messrs. Delgado & Co. devoted attention mainly to Christmas cards and calendars, and to cards for every kind of purpose.

In the early days of the war the German ships bombarded Scarborough, and the premises of Messrs. E. T. W. Dennis & Sons were among those damaged. This firm of printers is now getting a bit of its own back by capturing German trade, and a big picture of the enemy bombarding the town struck the attention of visitors to the stand. The slogan inscribed on the cartoon reminded them that the firm are bombarding the

enemy's trade and have got the range. As most of our readers know, Messrs. Dennis are printers of lithography, letterpress and colotype, and turn out beautiful calendars and stationery.

Messrs. John Dickinson's stand was a centre of interest to prospective buyers of stationery of every kind.

Calendars in colours, many of them designed to be used by advertisers, together with showcards and booklets, were seen in many varieties at the stand of Messrs. C. W. Faulkner & Co. Advertisers who propose to use calendars next year as part of their publicity scheme must have found Messrs. Faulkner's exhibit of great service to them.

The Fine Arts Publishing Company, as specialists in picture reproductions by the mezzogravure and mezzochrome process and by pure mezzotint, exhibited noteworthy specimens of their craft. The firm, it will be recalled, are publishers of the Royal Collection of Paintings and of various historical collections. Just now they are devoting attention to the designing of war shrines for use in churches, schools and institutions.

A Message from Bloom

This is to intimate

to all Advertising Agents that it is useless to approach me in respect to my advertising account. Since I started out in the advertising field some three years ago, I have dealt solely and wholly with the DORLAND AGENCY, LIMITED, whose service, co-operation and advice have contributed in no small degree to the building up of the biggest Optical business in Great Britain.

As I am frequently approached by Agents with proposals to handle my business, I have decided that this public intimation is desirable in the interests of the economy of time both so far as they and I are concerned.

M.B. Bloom

259A Tottenham Court Road,
LONDON, W.1

Maps capable of being used for publicity purposes were shown by "Geographia" Ltd. Stamp albums, postcards and games were also displayed.

Advertising novelties in leather, cloth and paper were among the things shown by Messrs. D. Harper & Co., together with desk blotters, calendars, note cases, diaries, pocket books, and letter wallets.

The depot of Messrs. Harrison, Townsend & Co. was bright with drawings in colour by Barribel, and a novel form of pictorial letter for those who have plenty of money to spend on their correspondence was also displayed. It consisted of the usual four sheets of paper in a cover on which was daintily printed a pictorial design in colours, with plate mark. Cover and letter would both go to the recipient—a war-time luxury. Extremely beautiful printing on fabrics was shown, these examples being devised with stiff ends which obviated the use of straw-board for packing.

Messrs. Healy & Co. made display of their plain and moisture-proof packages and tubes.

Messrs. S. Hildesheimer & Co., who are adopting the title of the Reynolds Art Printing & Publishing Company, have a show of particular interest to advertising men because they intend to pay special attention in future to poster and other publicity work, such as showcards and calendars. Their reproductions of pictures, both in colour and in photogravure, were very fine. One picture which they have lately had painted for them by T. F. M. Sheard, "The Holy City," is likely to be in great demand, reproduced in facsimile of oil colours. The off-set postcards, printed in full colours on dull rough paper, were a forward step in their branch of art.

Messrs. Jarrold & Sons showed a variety of business men's requisites.

Messrs. Chas. Letts, of diary fame, were represented by samples of their special line, together with silk bags, letter cases, photo frames, and a host of other nicknacks.

Messrs. Landeker & Brown exhibited specimens of picture and showcard frames, as well as of picture puzzles.

Meccano, Ltd., makers of the constructional toy outfits of that name, had a stand for the exhibition of their working models, toys, etc.

Very beautiful examples of colour printing and of fine examples of books in the Riccardi type were shown by the Medici Society, who have also established a Medici Modern Art Society for the reproduction of the work of the present day artists. Little coloured views of Venice from the paintings of Reginald Barrett were of special interest, and so were the platinotype photos by G. R. Ballance. Another set of illustrations in colour were arranged to show the superiority of British to German printing. Lee Warner's war memorials in oak and ebony also attracted favourable attention.

Messrs. W. H. Mogridge & Co., manufacturers of advertising calendars, mirrors, and novelties, made effective display of their wares.

The Pyram Manufacturing Company are owners of a very useful invention for modelling

all kinds of objects, and at their stand might be seen at least two well-known advertising mascots, "Mr. Berger" and "Zog." The former has been finished in Berger's colours. The Pyram Company have been doing a good deal of work for the War Savings Committee, and, among other things, have modelled some most realistic "tanks." The lightness of their models is a big consideration when consignments have to be sent by rail or van, and in order that the modelling may be good the company have engaged the services of a man who has studied the art at the South Kensington School. Varied textures can be very successfully reproduced in pyram.

Messrs. A. W. Shaw & Co. had a stand for the display of the business books they publish.

Shure's, Ltd., exhibited pens and penholders, letter openers, etc., some of which could probably be utilised as reminders by advertisers.

Messrs. Jas. Spicer & Sons, among many other interesting exhibits, showed two on which they were specialising—one, the Stud Safety Packing, a material in which to pack small articles in transit; and the other, the "containers" made to resemble tins, but of which only the top and bottom were of metal, the remainder being of a cardboard-like substance. The containers have been exclusively taken by the Government, and are used in huge quantities for sending jam, etc., to the troops.

The advertiser who wishes to turn out his illustrated matter in the best style might learn much from a visit to the stand of Messrs. Taylor, Garnett & Evans. There were shown beautiful examples of photogravure from copper rollers, also examples of three-colour photogravure, and of half-tone work with tints or with the colours worked in separate blocks. The examples of off-set work were very fine, the number of colours used running in some cases to ten. Messrs. Taylor, Garnett & Evans also do a lot of work in the printing of catalogues for foreign countries, and even now have work in hand for Russian firms.

The Tella Camera Company exhibited specimens of their work as commercial and technical photographers.

Facsimiles of Early Victorian and other prints were conspicuous at the stand of Messrs. Raphael Tuck & Sons. They also displayed fine facsimiles of oil paintings, reproduced on canvas, together with birthday and Christmas cards, toy books, and "bricks" for children to build with, these being made of cardboard, with interchangeable sides.

Messrs. Valentine & Sons showed lots of games and toy books which would delight children. One of the most fascinating of these books is designed to teach little people to read the time, and has as its cover a clock with movable hands, while inside are the prettiest of appropriate verses. This has been a great success. Many of the advertising novelties shown have been bought by American advertisers. Cut outs by Mabel Lucy Attwell and her wounded husband, Captain Harold Earnshaw, were also on view. A delightful stand.

Messrs. John Whytwarth made a display of their fountain pens.

I smoked and listened while the other fellows talked and told how successfully to build a transcontinental-rail-road. And it was done ; I got credit for it ; but, as a matter of fact, it was the men I employed who did it. That was what I hired them for, and *that* is successful business. **E. H. HARRIMAN."**

That E. H. Harriman is right, will be acknowledged by every man who has studied business success and the methods of attaining it.

Undoubtedly the many sides of a business demand as many different types of brain to be developed to a maximum.

That is why in my own business I have collected the best brains I can find and am always looking for more.

That is why I know that the Siviter Smith Service can create and direct Publicity in all its varied forms more successfully than it can be directed in any business from inside.

If I didn't know this much I would go into some other business and hire a better firm to handle my Publicity.

Siviter Smith

SIVITER SMITH SERVICE

Siviter House, **BIRMINGHAM**

LONDON : 10, Lincoln's Inn Fields

BELFAST : 19, King's Court,
Wellington Place



OVERSEAS ADVERTISING

New Zealand's Possibilities.

By Frank Goldberg, Wellington.

WE ALL realise that when the war is over there must be a great readjustment in every department of life. Many people will seek new homes, for the breaking up of thousands of homes and the disorganisation of trade everywhere will make them dissatisfied with the conditions under which they formerly lived, and they will set out to seek fresh fields.

In any such scheme the Overseas Dominions of the British Empire must bulk very largely. New Zealand will again be the goal towards which many eyes will turn, and there can be little doubt that its future, after the war, must be very bright.

The country enjoys natural advantages that are denied many other lands, and as a place of settlement has vast possibilities and offers facilities for the establishment of comfortable homes. Possessing an equable climate, without extremes of heat and cold, fertile agricultural

lands, rolling hills of pasture and abundant supplies of water and forest growth, the country is particularly rich in natural advantages. Ever since war broke out the Dominion has had, in the Imperial Government, a constant customer, at high prices, for its staple products, and the inhabitants, as figures show, are, per head of population, the most wealthy of any race in the world to-day. Advertisers should not overlook this fact.

The country provides opportunities of very great magnitude to the wide-awake manufacturer. The newspaper Press is bright and modern, and facilities for advertising exist everywhere. There can be no doubt as to New Zealand's great future, and the man who will reap the benefit from that prosperity is the one who will to-day establish his business in the Dominion and grasp the opportunities awaiting him of forming a market for his products.

Canada.

Mr. W. A. Lydiatt, publisher of that indispensable guide to Canadian advertising *What's What in Canadian Advertising*, announces the publication of a new monthly paper under the title of *Marketing*. Mr. Lydiatt has purchased *Economic Advertising*, hitherto the only Canadian advertising trade paper, and will incorporate this in the new publication. *Marketing*, which is approximately the size of *Punch*, will be published monthly at \$2 per annum, and it will deal with the whole question of manufacturing, advertising and distribution of goods. Following on the lines of THE ADVERTISING WORLD it will be entirely independent of any advertising agency.

Mr. Lydiatt is particularly well fitted to run successfully a publication of this nature; he has an unrivalled knowledge of Canadian advertising and distribution, he is the Secretary to the Canadian Publishers' Association, and his book, undoubtedly the best digest of advertising published within the British Empire, is a guarantee of his ability and thoroughness. A specimen copy of *Marketing* will be sent post free to any reader of THE ADVERTISING WORLD writing to the publishing office, 53, Yonge Street, Toronto, Canada.

The United States.

Mr. Merle Sidener, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World, announces that the mattress manufacturers of the United States, through their organisation, with headquarters in Chicago, are planning active truth-in-advertising work. The mattress makers will appoint a vigilance committee to co-operate with the vigilance committee of the advertising association in stamping out misleading advertising in the mattress trade.

The advertising clubs of Eastern Canada, under the direction of Mr. William G. Rook, of Toronto, Canadian vice-president of the Associated Advertising Clubs, are planning a co-operative truth-in-advertising movement similar to that operated by the Iowa advertising clubs.

New Zealand.

Mr. Harrison, of the firm of Messrs. J. Ilott, Ltd., Wellington, has returned home after his visit to England and rejoined the staff of Messrs. Ilott in February.

Advertising in New Zealand is a very live thing, as is shown to English readers by the examples of it which have been reproduced in our columns from time to time. We have lately received from different advertising agents in the Dominions further interesting specimens of their work and all of a high standard of merit. Messrs. J. Ilott forward us an example of publicity designed in their own interest. It is entitled "Profitable Publicity," and is a new booklet describing their work, telling the story of some of the successes they have built up through publicity. It should prove very useful to them in developing their business. Messrs. Ilott also forward us a series of advertisements they have prepared for the "C.M.C. Sheep Tongues." They show that good effects can be secured from small advertisements, though it is a pity the advertisers don't take bigger spaces. We should have liked them better still if the irregular shapes of the designs had been avoided.

Mr. Robert Hill, of the Hill Advertising Service, Christchurch, sends a couple of good-looking catalogues. That of Messrs. Beath is particularly effective. Mr. Hill, by the way, expects to be in England at the close of this year to fight the Empire's battles. He will be welcomed by his *confrères* in the Old Country.

The Observer

(1791)

IN spite of the present situation, "The Observer" continues to give its readers the comprehensive news service and the well-informed commentary on passing events which have made it the most welcome of week-end visitors in the homes of the well-to-do readers to whom it chiefly appeals.

It has had to restrict the space it can place at the disposal of advertisers; but it studies their best interests in maintaining the prestige and influence of one of their most profitable organs of publicity.

Telephones :
City 4591

Offices :
22 Tudor Street, E.C.4

IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Bradford.

Prof. G. F. Charnock, a member of the staff of the Bradford Technical College, who has made a special study of engineering catalogues, addressed the members of the Advertising Association on March 8th on the subject of "Catalogues," and he urged the uselessness of photographs of exteriors of machines as compared with line-drawing, sections and diagrams. He considered manufacturers, particularly British manufacturers, were far too reticent about showing the details of their productions. The purchaser declined to buy a pig in a poke, and if the patent meant anything it was a sufficient protection against copying. One of the most powerful weapons in the commercial warfare to come at the close of the present war would be efficient advertising. He advocated the standardisation of trade catalogues. Now was the time at which all manufacturers should be getting them out.

Dublin.

Since the formal establishment of the Irish Advertising Association the promoters have been closely engaged threshing out rules and constitution, qualifications for membership, and so forth. There is a divergence of opinion in the Irish advertising field as to whether this is the time for the flotation of such an organisation, and I understand Belfast has intimated that in its opinion this is not an opportune time for the launching of the enterprise. From an examination of the proposed constitution it must be said that the association will possess a wide vision on advertising and kindred matters in Ireland, should the suggested "aims and objects" of the promoters be finally adopted. The initiative in the matter was taken by Messrs. W. E. Magill (advertisement manager of *The Freeman's Journal*) and C. E. McConnell (principal of McConnell's Advertisement Service).

Despite the difficulties of the time, there has been an appreciable growth in the volume of Press advertising from the leading Dublin houses during the past two months. Mr. Jas. J. Kearney, the advertisement manager of the Henry Street Warehouse Co., Ltd., has been a steady worker in the field, with a decided penchant for utilising ever-varying dimensions in his Press messages. A directness of style, with the minimum of "explanatory" matter and a deftness in the "placing" of illustrations characterise Mr. Kearney's work for "The Warehouse." He taps new territory for sales by his advertisements in the Irish language inserted in special Irish media—a unique feature in Irish drapery advertising.

Advertisement rationing came into force in Ireland last month with the appearance in two page size of *The Herald* (evening daily).

It was explained editorially that *The Herald* was "doing its bit" to relieve the economic situation by sacrificing its advertisement revenue "at least once a week." Advertisers generally, however, recognise that a "big circulation" group is the most adversely affected by the newsprint situation, and appear to have resigned themselves to the rationing regulations with equanimity.

With the growth throughout Ireland of the Irish Newspaper Owners' Association (now comprising nearly 100 country publications) there has been a decided hardening of the advertisement scale rates all round. The minimum single column inch rate now approved by the Association is one shilling, but there is still a goodly number of "leading provincial weeklies" working on a "sixpenny" minimum basis. There was undoubtedly urgent need for a general levelling up of advertisement rates in the Irish provincial Press. The maximum commission to agents as fixed by the Association is 15 per cent.

The advertising account of the Belfast Damask and Linen Co., Dublin, hitherto handled direct, has been entrusted to Messrs. McConnell's Advertisement Service, Dublin.

Glasgow.

Scottish Tillage Week, designed to encourage the cultivation of more land, was a big success. It lasted from February 25th to March 2nd and through those days half double column spaces were taken in all the leading Scottish dailies and full double columns in the chief weeklies and in the country and farm papers.

Each advertisement made appeal to farmers, smallholders, allottees and gardeners to till more ground. A resolution and slogan was also incorporated. The former was as follows: "I resolve that this year I will till every yard and produce every ounce of food I possibly can for the sake of the Boys 'out there' and the Women and Little Ones at Home."

To obtain as much publicity as possible all big advertisers were circularised, and many of them in each town gave the slogan or resolution a place in their advertisements of the week.

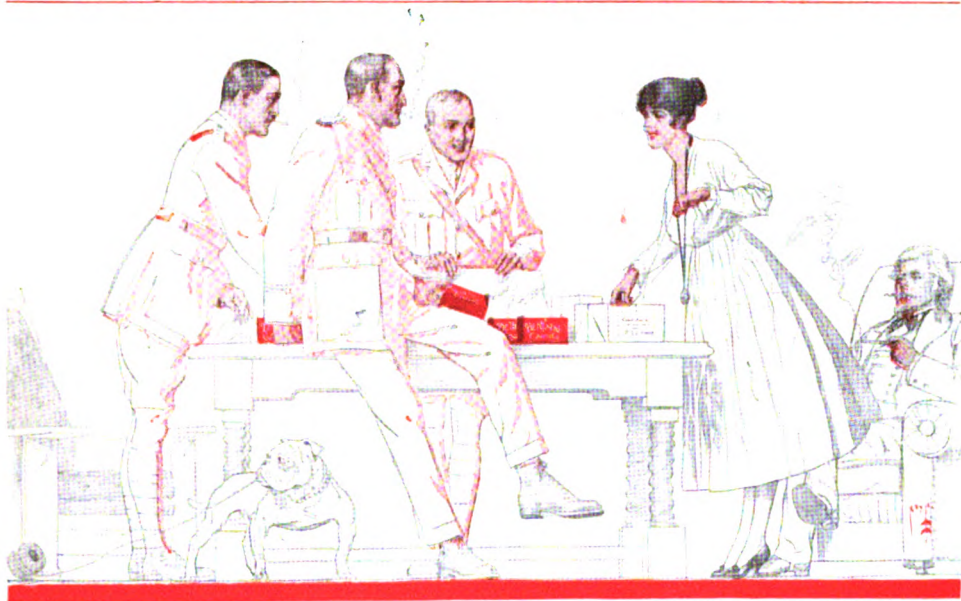
The cinemas were also linked up and displayed slides nightly drawing attention to the need for more tillage. All weekly markets were billed and the Scottish Command also placed at the disposal of the Board of Agriculture a number of airmen, who dropped printed leaflets of the resolution. Editorial support was freely given.

"Scottish Tillage Week" is one more evidence of how Government Departments are finding the value of advertising.

The scheme was prepared by Mr. D. C. Howat, who placed it before the Board of Agriculture, and he was entrusted with the task of carrying it through.

Picture Offer

This picture, "Miss America Arrives—She Prepares for The Final Push," printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to To "De Reszke" Smokers address below a "De Reszke" box lid and 2d. in stamps, mentioning Picture No. 54. NOTICE.—In consequence of increased costs, after May 1st, 4d. stamps (instead of 2d.) will be required for each picture.



Miss America Arrives

Episode III.

She Prepares for
The Final Push.

"Now then, boys: get busy!"

"Right-ho, Miss America! But why all the hurry?"

"Because this is the round that counts. We must keep our men fit for the fight. Which means they must have their cigarettes—their kind and yours—Uncle Sam's Best!"

Because there is a "z" in "De Reszke"

you may be sure you are getting a cigarette that is out of the ordinary—different—better.

Notice how without the "z" the name, lacking an essential detail, loses its character. With cigarettes it is *character* which tells, and that character comes from blending the tobaccos so that flavour, aroma, and mildness are in perfect proportion.

There are scores of Virginia cigarettes, but only one that is known by critical smokers to contain the essential detail, and that one is the "De Reszke" American.

The secret of the pre-eminence of the "De Reszke" American is in its masterly blend, and in the personality behind it—Mr. J. Millhoff, who years ago produced the original blend which satisfied M. Jean de Reszke and thus gave the cigarette its name.

The most prominent men and women of to-day have noticed the "z" in "De Reszke" and have written their congratulations to the manufacturers. The following are a few typical opinions:—

Sir Charles V. Stanford, M.A., Mus. Doc., writes:—

"The 'De Reszke' American Cigarettes seem to me to be excellent."

Eugene Goossens, Esq. (Junr.) (Beecham Opera Company), writes:—

"Your 'De Reszke' American is the perfect Virginia Cigarette, and I have smoked the whole box with the keenest enjoyment. I shall certainly recommend it."

Geo. R. Sims, Esq., writes:—

"I sampled the 'De Reszke' American Cigarettes, and then for the first time in my life bought a cigarette holder. I have never been a cigarette smoker before, but the 'De Reszke' Americans inspired me to further efforts in that line."

See the personal guarantee of Mr. J. Millhoff, the doyen of all blenders, enclosed in every box of "De Reszke" American Cigarettes

* Numerous other opinions may be seen in other "De Reszke" advertisements.

20

for

1/5

10 for 8½d., 50 for 3/6, 100 for 6/10

SOLD EVERYWHERE

Or post free from J. Millhoff & Co., Ltd. (Dept. 70),
86, Piccadilly, London, W.1.

25

for

1/9

"De Reszke" American
CIGARETTES

The comparatively sudden death of Bailie Andrew Forbes, J.P., came as a shock to Scottish advertising men. The late Bailie spent the whole of his business life in newspaper circles. Commencing on *The North British Daily Mail* he rose to be general manager of *The*

Daily Record and Mail, Glasgow. Trade organisations always had in him an earnest worker, and he found time to establish the Glasgow Citizens' Vigilance Association and the Scottish Temperance League. From 1898 until his death he sat on the City Council.

BUSINESS GOING OUT

New clients of Messrs. Chas Pool & Co., Ltd., include the Polytechnic Theatre, Messrs. John Watts (Sheffield), safety razor blades, Messrs. Jarrold, publishers, and Madame Clara Butt, for her concert tours. In all these cases Messrs. Chas. Pool have sole rights in placing the press advertising. The press advertising of Clark's College is now being issued through the same agency.

The Prudential Assurance Co. very widely advertised the report of the annual meeting, the spaces taken running into columns in some cases. The business was placed direct.

The Yeoman Pharmacy, 137 Half Moon Lane, Herne Hill, have placed direct the publicity for their specific for the cure of influenza.

Messrs. Barker, Drabble & Co., are undertaking the advertising of the Bennett College, Sheffield.

The advertising of the prospectus of the Trafford Park Cold Storage, Ltd., was handled in its entirety by Mr. Mark Meredith of Liverpool.

Messrs. Jules Fortin & Co. have placed the

advertising of "Wasco," "the wonderful new leather substitute" for the repairing of boot soles. They are acting on behalf of the proprietors, Messrs. Robert H. Whitehead, 61 Cheapside, E.C.

Messrs. A. J. Greenly & Co. have lately been entrusted with the advertising of Messrs. Pullar, of Perth.

Mr. J. A. Pemberton, of Langrish, Petersfield, has been advertising a scheme for supplying vegetables to individual consumers. Messrs. Chas. Pool & Co. acted as his advertising agents.

The Times Book Co., Norwich House, High Holborn, placed direct the orders for the insertion of their advertisements of "*The Times*" *History and Encyclopædia of the War*.

The advertising of "Ridakoff," a remedy for colds, is being placed by Messrs. Smith's Advertising Agency, of 100 Fleet Street. Up to the present the campaign has been confined to provincial papers.

Moseley's Food is being fairly well advertised in the papers throughout the North of England by the Moseley's Food Co., Westhoughton.

"Bribery in 'Business.'"

MR. STANLEY MACHIN, chairman of the Bribery and Secret Commissions Prevention League, addressed the members of the Aldwych Club on February 19th on "Bribery in Business." The chair was taken by Mr. W. B. Warren.

Mr. Machin emphasised the magnitude of the evil, observing that only those who had been concerned in the crusade against bribery could appreciate the extraordinary ramifications and disastrous effects it was having in many quarters, both in national and in business life. He appealed to members of the Club to make a determined stand against the evil of bribery in commercial life.

Mr. H. Imber presented a case for the consideration of the speaker. He said it happened that an advertisement manager sometimes offered to an advertising agent the inducement to place more advertisements in his paper by a promise of a special commission if he did so. The advertiser would not derive any benefit from that commission. Was that bribery?

Mr. Machin, while observing that the point required careful consideration, was inclined to think that it was. The question was whether the principal knew of it. If he did the offer was harmless.

Mr. S. Sheldrake, in proposing a vote of thanks to Mr. Machin, referred to Mr. Imber's point, saying a good deal depended on the fact that in most cases the so-called advertising agent was really a principal.

The New "Organiser."

THE ORGANISER in a new and glorified shape, and with a vastly extended intention, makes a most happily timed appearance as "the journal of the new conditions in industry."

In the word "organisation" is expressed the hope of the future, and the new *Organiser* if it lives up to its stated aims should become a most powerful influence in what threatens to be a more critical period of industrial and commercial development than any through which human society has yet passed.

We note with the greatest satisfaction that *The Organiser* proposes to take the highest ground and the widest views in dealing with the multitude of matters that lie within its sphere. More especially are we glad that it does not mean to avoid the dangers and difficulties involved in a broad-minded consideration of the relations between "capital and labour": for upon the establishment of these upon a sound and equitable basis the value of any improvement in industrial organisation must ultimately depend.

The first issue of the new series gives excellent promise for the future. It contains a liberal amount of reading matter that will at once provide food for thought and leading for action, and in production is a most dignified and attractive example of the printers' craft.

Unless every indication errs its successful career is a foregone conclusion.

BUSINESS MEN

who have been kept well posted in the relative value of media, will not fail to remember the considered verdict of the

AUSTIN MOTOR CO. that :

" 'The Cambridge Magazine' covers ground that is quite possibly missed by others."

The statement of the Managing Director of the well-known firm of Messrs.

HAIG & HAIG that :

"I obtained results after TWO insertions in 'The Cambridge Magazine.' Advertisers in it of high class goods will obtain value for their money"

has led many advertisers seriously to consider a journal which according to the well-informed correspondent of the *Manchester Guardian* "is read by every serious student of the war in the Government and out of it."

It is now generally recognised that there are no more serious students of the war than the members of the business community, as the following statement by the Arrol-Johnston Motor Co. so justly testifies :

"We make an exception in the case of 'The Cambridge Magazine,' in replying to the enquiry 'Why we took space.'"

"We were struck by the personnel of the list of subscribers which you submit, and although we aim at appealing in all cases to quick-sighted, intelligent business men, whether in the peerage or the garage, we thought we recognised in your list the men we want to reach."

"All educated men are business men, or their education goes for very little, and there is nothing paradoxical in a business man having cultured literary tastes as well as mundane. Therefore we consider a magazine which catered for this class a suitable medium in which to advertise the Arrol-Johnston Car, because we were thereby assured that the Car would be appraised at its true value by men capable of keen discrimination."

For **ARROL-JOHNSTON LTD.** (R.C.)

THE CAMBRIDGE MAGAZINE is one of the few remaining journals sold to the public for the price at which they have always been accustomed to obtain it ; and for 6/- per annum, post free, business men all over the country interested in its celebrated "Extracts from the Foreign Press," in education, in economics, in æsthetics, in all that is significant in current literature, can still procure weekly what has been declared by Mr. Jerome K. Jerome to be "The only journal from which one can obtain the undoctored truth and undistorted fact."

Its SIZE, which the support of its readers has enabled it to maintain undiminished, allows the proprietors to announce that there has been

NO INCREASE IN RATES

and that **£10** will still secure a whole page in an ordinary position from THE MANAGER, "CAMBRIDGE MAGAZINE," GOUGH SQ., E.C.4

SUBSCRIBERS' ADVERTISING

MESSRS. BURROUGHS, WELLCOME & CO., manufacturing chemists, forward us a topical cartoon which they have published to illustrate the triumph of British resourcefulness in chemistry in overcoming the preparations of the enemy. The curious nature of the illustration will certainly attract attention, and the many features in it will ensure for it careful study, so that the advertisement certainly serves its purpose. Naval warfare has inspired the design, and the lower part of the picture represents the bed of the sea of chemical industry to which have been sent the wrecked German submarines called "Aspirin," "Phenacetin," "Salvarsan" and the like. On the top of the sea and in the air above are the destroyers, airships, and seaplanes of the British Forces which have wrought this disaster to the enemy, and they are called "Kharsivan," "Tabloid Phenacetin," and so on.

The cartoon is the third of a series issued by Messrs. Burroughs, Wellcome & Co.

THE WAILES DOVE BITUMASTIC, LTD., Newcastle-on-Tyne, forward us a booklet concerning their "Bitumastic Solution," designed to keep iron and steel structures free from corrosion. The brochure consists of twenty pages, demy 8vo, glazed paper, with slightly overlapping cover of white linen grain paper, with plate mark. Half-tone blocks are used for illustration purposes. The booklet is turned out in business-like style, but does not present quite the most attractive type of the printer's art. For one thing, we suggest that rather undue fondness for capital letters has been shown in the display pages. The use of two colours for the printing helps greatly the appearance of the booklet.

MESSRS. LEWIS BERGER & SONS (Australia), LTD., Young Street, Sydney, forward us some specimens of their advertising, and very good looking it is, too. The copy is well written, and the drawing of the illustrations distinctly effective. We

particularly like "A Factory Set in the Sunshine," in which the contrast of high lights and deep shadows is very telling. The firm have been fortunate in securing an artist with a nice sense of line. A folder in colours is attractive, and a booklet narrates the history of the house in pleasant style.

MESSRS. ED. BENNIS & CO., Little Hulton, Bolton, send us a copy of a booklet advertising their Bennis Patent Coking Stoker. It presents a very attractive appearance, being simple and dignified, with an entire absence of "frills." The brochure consists of thirty-two pages and covers, and is printed on white glazed paper in 14-point Caslon Old Face, with shoulder heads in Cheltenham Bold, caps. and lower case. Ample margins round the type give to the pages a very pleasant and spacious appearance. The text matter consists of a business-like description of the stoker. For the cover a slightly mottled paper, thick and with rather rough surface, has been chosen, the colour being a pale golden brown. The booklet is illustrated with several line and half-tone full-page blocks. We should, however, have liked to see these placed on right-hand instead of left-hand pages.

THE LONDON RUBBER CO., 16-18 Nicholas Street, Aberdeen, send us a copy of the first issue of "Rubber Leaves," the house organ they are issuing on behalf of their new wholesale depot at 12 Exchange Street in that city. It runs to eight pages and is printed on a thick stone-grey paper, faintly ribbed and of attractive appearance. While the general look of the little publication is distinctly pleasing, there are one or two points in which improvement might be effected. For instance, the type, ten point, is rather weak, and the borders on pages one, two, three and seven much too ornamental, so that they rather kill the adjacent letterpress. The border on page one might have been omitted altogether with advantage in favour of somewhat bolder type. Ample margins have wisely been allowed.

The removal van has been a conspicuous feature in Kingsway during the last two or three weeks, consequent on the eviction of the tenants of the great offices by the Ministry of Munitions. Advertising men, newspaper proprietors and the like have been scouring Central London to find new quarters, and after arduous search have at length succeeded in most cases. The following are some of the changes which have been effected: *Sunday Times*, from Windsor House to Thanet House, 231-232 Strand; Messrs. S. H. Benson, from Kingsway Hall to Atlantic House, Holborn Viaduct; International Correspondence Schools, from the building of that name to International Buildings, 12a Finsbury Square, E.C.2; Messrs. Fredk. E. Potter, from Pen House to

Temple Chambers, Temple Avenue. Messrs. Ingersoll, from Regent House to 170 Regent Street; and *The Car*, from Regent House to 11 Southampton Row.

The I.C.S. will be allowed to retain their Kingsway shop. In our last issue we announced the removal of Messrs. C. F. Higham from Imperial House to 50 Ludgate Hill, but repeat the announcement now to give more completeness to the list. We regret that an error occurred last month in our reference to the Kingsway evictions, as we then said that among the firms who would have to leave would be the Goodrich Co. We should have said the Goodyear Tyre and Rubber Co., and offer our apologies to the former company.

THE "ADVERTISING WORLD" LAW REPORTS

Can Advertisement Orders be Cancelled?

IN THE City of London Court, on March 5th, before Judge Atherley-Jones, K.C., the proprietors of *Machinery Market*, 146A, Queen Victoria Street, E.C., sued Messrs. A. E. Potter & Co., engineers, Lant Street, Borough, for £3 18s. damages for breach of contract.

Mr. Harry Strouts, plaintiffs' solicitor, said the defendants gave an order for an advertisement to be inserted in his clients' periodical for one year. After six months defendants wrote desiring to cancel the advertisement for the rest of the year. Defendants paid 13s. into Court, as damages for not going on with the contract.

Mr. Amos Churchman, plaintiffs' manager, said that the advertisements were to cost 3s. per insertion. Defendants wrote that, owing to restriction on circulation, they did not want to advertise any longer as they did not think it would be any use in plaintiffs' journal. Plaintiffs did not now supply voucher copies. The net sales of the paper were larger than ever.

Judge Atherley-Jones said the measure of damages in the case of a journal was the amount of the advertisement subscription. One could not analyse all the charges.

In cross-examination, witness said they could have let the defendants' space over and over again. When defendants cancelled the order in dispute they sent him a further order

for advertisements which witness refused to accept. Plaintiffs were now claiming for the payment of the remaining six months, the period that they refused to insert defendants' advertisements.

Judge Atherley-Jones said there was no contractual obligation on the plaintiffs to send a voucher copy.

Mr. Fortune, defendants' counsel, urged that plaintiffs sustained no damage, and they themselves had broken the contract, because they refused to accept advertisements under it. The plaintiffs' duty was to mitigate damage and they should have let the space to others at once.

Judge Atherley-Jones replied that if an order for an advertisement was given and then cancelled, somebody else might come along with another advertisement and put it in. But that somebody else would have come in in any event. If the defendants had remained in, the other person's advertisement would have gone in. If defendants' contention were to prevail, no action for breach of contract would ever be successful. Defendants had caused the plaintiffs to lose the profit which they would have obtained if the advertisement had gone on appearing. Everybody knew that advertising space was elastic.

Judgment for the plaintiffs, with costs.

Have you a desire to do business overseas?

If so, you should advertise in the paper with the greatest fascination for colonial readers. That paper is the Overseas weekly edition of the "Daily Sketch," which comprises six current issues bound in a convenient attractive cover for mailing abroad, and it is on these covers that advertisements appear at the rate of £12 per page. Because of the hundreds of interesting pictures each issue contains, the Overseas Edition of the "Daily Sketch" is passed from homestead to homestead. Advertisers have testified to the wonderfully wide results their announcements in the paper have produced - - Specimen copy on application

46 SHOE LANE, E.C.4

NOTES ON MEDIA

"THE TIMES"

The *Times* has gone back to its old price of threepence, the charge made for it continuously from October, 1861, to May, 1913, and also, by the way, the price of the paper when it was established in 1794. The increase in price is, of course, due to the great advance in the cost of paper. The size of *The Times* will not be reduced, but the number of copies printed will, it is hoped,

changes are, of course, due to the scarcity of paper.

"THE DAILY TELEGRAPH"

On March 4th the price of *The Daily Telegraph* was advanced from one penny to twopence, the charge for the paper not having been, till then, changed for sixty-two years—that is to say, since September 15th, 1855, when *The Telegraph* was the first London daily paper to be sold for one penny.

"THE SHEFFIELD INDEPENDENT"

The *Sheffield Independent* produced a fine composite page of advertisements for its "cruiser" week. All the firms which took spaces on it used them to invite the public to buy war bonds, and so help the city to provide its cruiser. The use of the little blocks of cruisers by many of the advertisers, and the portraits of famous admirals gave the well-arranged page a very attractive appearance, and the uniformity in the size and general lay-out of the advertisements materially helped to secure this result.

"THE IRISH INDEPENDENT"

Mr. W. T. Brewster, manager of the *Independent Newspapers*, announces a further increase in the charges for trade and display advertisements in *The Irish Independent* and *Evening Herald* on and after May 1st. Mr. Brewster explains that this is due to the still increasing price difficulties regarding paper supplies and the necessity for further reducing the size of daily papers. He also invites advertising agents to persuade their clients to keep their announcements within "reasonable size."

A PAGE FROM THE "SHEFFIELD INDEPENDENT"

be restricted to 120,000 daily. This is the twelfth occasion on which an alteration has been made in the price of *The Times*.

"THE DAILY MAIL"

The conductors of *The Daily Mail* announce that as from March 9th it has been decided to reduce the space devoted to advertising to one quarter of the whole issue, and at the same time the size of the paper is reduced to four pages. Advertisers are asked to be content with smaller spaces, and it is further announced that the circulation has been brought down to rather under a million copies a day. A further advance in price to 1½d. is foreshadowed. All these

"THE GLASGOW EVENING NEWS"

A REMARKABLE record has been achieved by *The Glasgow Evening News* in its latest "Jock's Box" scheme for sending Christmas gifts to Scottish soldiers and sailors on active service, a sum of £11,600 having been raised this time; 113,694 parcels were sent to the various theatres of war, as well as to base and other continental hospitals, while, in addition, prisoners of war, and some 15,000 patients in home hospitals and convalescent institutions shared in the distribution. Numerous gifts in kind were also contributed by the public. The first year of "Jock's Box" scheme realised £5,840.

Memorandum

The British Electrical Federation Advertising Committee

CONTROLS THE ADVERTISING ON THE FOLLOWING SYSTEMS:



Airdrie
Barnsley
Barrow-in-Furness
Birmingham
British Automobile
Traction Company
Dudley
Gateshead
Gravesend
Greenock
Jarrow

Merthyr
Middleton
Oldham
Northern General
Transport Co.
Peterborough
Rotherham
South Staffs
Swansea Tramways
Swansea and Mumbles
Railway

South Wales Transport
Company
Taunton
Tynemouth
Weston-super-Mare
Wrexham
Wolverhampton
Yorkshire (Woollens
District)

For the guidance of prospective Clients we submit the following approximate rates:

Sides	...	10 ft. x 20 in.	...	5/- per week
Ends	...	4 ft. x 20 in.	...	2/- "
Corners	...	4 ft. x 20 in.	...	1/- "
Dashes	...	2 ft. 6 in. x 20 in.	...	1/- "
Hanging Cards,	1 ft. 6 in. x 22 in.	1/6 "



For further particulars and terms write to:

THE ADVERTISING MANAGER,
The British Electrical Federation, Ltd.
1 KINGSWAY, LONDON, W.C.2



BIG RESULTS £1,500 from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately 1,500 Dictionaries at prices varying from 6s. 3d. to £1, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategic moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

ITEMS OF INTEREST

Mr. A. J. Vernet has been appointed Paper Controller. He had for a long time been associated with the development of the Underground Railway.

It is with regret we record the death, which occurred early in the month, of Mr. Frank Rowntree, a member of the well-known cocoa trade family. Kindly and genial and much esteemed by the workpeople of the firm, he was also a clever and versatile man and had travelled extensively.

One of the world's biggest advertisers, Mr. James M. Munyon, the patent medicine millionaire, died a few days ago at Palm Beach, U.S.A. He used to spend £500,000 a year in

advertising. It is said he found the sales matched the advertisements in a regular proportion.

Mr. Geo. Naylor, advertising manager of Scott's Emulsion, and hon. advertising manager of the Business Men's Week, who for some time has acted as hon. consultant to the Director of Publicity of the National War Savings Committee, has now resigned from this voluntary work. During Mr. Naylor's association



MR. BERGER

The mascot of Messrs. Lewis Berger & Sons. Modelled in Pyram at the British Industries Fair. (See page 166.)

with the National War Savings Committee he completed over sixty different advertisements, mostly double column size, and was responsible for the whole of the press advertisements issued during Business Men's Week.

We regret to record the death, which occurred at the close of last month, at Ripon, of Mr. Alan Lupton, chairman of Messrs. H. R. Baines & Co., Ltd., proprietors of *The Graphic*, *Daily Graphic*, and *Bystander*. Mr. Lupton, who was the third son of Mr. Darnton Lupton, a member of a well-known Leeds cloth firm, was educated for the Army, but entered the family business, from which he ultimately retired, after being injured in a railway accident. He joined the board of Messrs. Baines & Co. in 1907, and became chairman last year. Mr. Lupton was 71 years of age.

Mr. A. Sydney Watson has been doing some excellent work for the Sheffield Chamber of Commerce in compiling the handbooks for that body and in other respects, and his services were recognised lately by the presentation of a canteen of silver and cutlery from the members of the Chamber. Mr. P. McGregor, in making the presentation, thanked Mr. Watson for his services in the excellent scheme of advertising Sheffield by both the year-book and the Chamber of Commerce book. It had been done in an essentially practical way, which had appealed to every manufacturer in the city. The introduction of the year-book was the opening of a new era with regard to publicity, and the Chamber of Commerce Monthly Journal was going to be a greater success than anticipated.

Speaking on March 6th at the annual general meeting of Harrod's Stores, Ltd., Sir A. J. Newton said the balance sheet showed one of the strongest and most satisfactory financial positions. There had been a considerable expansion in the company's trade, not only in London and the suburbs, but with customers throughout the United Kingdom. This expansion had given them the largest turnover and the highest increase in turnover in any one year in the history of the company from the point of view of value.

Messrs. Longmans, printers, advertising agents, etc., who for the past forty-two years have carried on business in Ludgate Hill, have now removed to 35, New Oxford Street, W.C.1, exactly opposite Messrs. Mudie's Library. The new premises have been acquired on a long lease, and the entire building will be devoted to the firm's increasing business. The new telephone number is Museum 3550.

The periodical department of Messrs. Lloyds has developed so much of late that it has been found necessary to remove it from its original home, 12 Salisbury Square, to more spacious premises in St. Bride's House. Quite a budget of widely circulated papers are issued from this address.

The report of the directors of Messrs. Switzer & Co., Ltd. Dublin, for the year ending January 31st shows profits amounting to £12,257 4s. 7d. and with £6,452 9s. 4d. brought forward, a total of £18,709 13s. 11d. The directors recommended a dividend making 8½ per cent. for the year on the ordinary shares and carried forward £6,858 1s. 11d.

It was reported at the annual meeting of the Weston-super-Mare Advertising and Entertainment Association that during the year the sum of £500 had been expended in advertising the town and its attractions. This publicity had resulted in an exceptionally large number of visitors coming to Weston, the fact that the town was outside the danger zone having been given much prominence.



Mail Order Results

DURING the last 50 years we have conducted many and most varied mail-order campaigns on behalf of our clients. The value of our advice and assistance has been put to the severest practical test, and on the strength of that test our clients have shown increasing confidence in our ability to co-operate successfully with them to produce the most gratifying results.

If you have a Mail Order proposition—or any other—ask us to think out, without obligation to you, a Selling Plan and a scheme of Copy and Sketches.

We will send a practical advertising man to discuss details at any time convenient to you.

CHARLES POOL & CO., LTD.

The Personal Service Agency with over 50 Years' Experience

180-181 FLEET ST., LONDON, E.C.4

Telephones :
City 1473-4.

Established 1864.
Geo. Murray, Managing Director.

Telegrams :
"Advexero, London."

'SHOWS NO SIGN OF LIFE!'

"That is what they say when they mean that the proposition—whether it be a human individual or a business organisation—looks like a dead one.

"You will never do much business if you look dead ; and how are the people to know you are alive unless you give some sign of it ?

"The best sign of business life is an Oldham Sign. It will be designed so as to belong to you as much as your handwriting, and it will let everybody know that you are very much alive indeed.

"We can give you a sign for *your own* that people will remember like a clever trade-mark or a pat phrase. We can do it because we have given all our attention to signs and their possibilities, and have behind us many years of experience in practical signology."

*Signs to cover all your needs
Made and fixed by Oldham, Leeds*

J. Oldham With which is Incorporated GAWTHORP'S Ltd **Sign Advertising Specialist**
FOOT OF YORK ROAD, LEEDS

The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED.

Printer's Traveller or Manager. (B. 53)

Seven years practical printer. Fifteen years travelling throughout England. Has good connection amongst wholesale drapery and textile houses. Salary, £250 and commission.

Advertising Manager or Manager for Printing Firm. (B. 48)

Thorough knowledge of advertising copy-writing, and specialist printing and block-making. Samples of previous work on application. Lowest salary accepted, £450. Just over military age.

Advertising Manager. (B. 51)

Many years' experience in engineering advertising, including heavy installations, electrical and steam plant ; also in sales department and management of office. Can prepare all printing matter and has had editorial training. Age 31. Single. Lowest salary £300.

Advertisement Manager or Advertising Managership. (B. 52)

Has held both of these positions with success. Special knowledge of motor business from both advertising and editorial side, also agency business. Lowest salary £600.

DRAPERS' FASHION BLOCKS.

Send post card for Lists of Spring and Summer Electros—smart—up-to-date. Kidd's Advertising Service, Albert Chambers, Middlesbrough.

Assistant Order and Estimate Clerk wanted for Advertising Agency.

Must have some experience. Male or female. Highest references. Write fully in confidence to FREDK. E. POTTER, Temple Chambers, Temple Avenue, E.C.4.

Copywriter and Journalist. (B. 54)

Lady with sound experience wishes to employ part time in advertisement copywriting ; can produce good selling ideas. Has specialised in write-up copy for railway, book publishers, etc. Salary by arrangement.

SITUATIONS VACANT.

Box "Monthly."

Young Canvasser wanted for small high-class monthly. Good opening for young discharged man, as it would lead to bigger job when necessary experience had been gained.

Box "Mail-Order."

A Boot Firm requires the services of a capable Manager to take entire charge of mail-order business.

Box "Agency."

Copywriter (lady preferred) wanted in a large agency as Assistant. Excellent opportunity for capable applicant to gain experience and training which would mean advance into important position.

Box "Hydraulic."

A large firm of Engineers require a man to take full charge of their advertising work and organise a department. Must be able to write Technical Engineering Articles, buy space, and know how to obtain editorial attention. Salary about £350.

Box "Engineer."

A London Agency is desirous of securing the services of a good advertising man for one of its clients, a large Engineering firm in the country. Must have a thorough knowledge of planning illustrated catalogues, price lists, etc., and be capable of controlling an expanding department. Good salary to capable man.

Address all answers in first place to : Professional Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

WE'RE HERE—India. YOU'RE THERE

India's vast imports should interest you. We are on the spot, and we know there is room for expansion for YOU here. Utilise our services and write to us for a plan of campaign. Advertising literature prepared in all Indian languages.

Alliance Advertising Assn.
LIMITED.
INDIAN ADVERTISING SPECIALISTS
CAWNPORE—INDIA.



The Right Road

to the hearts of the Irish People, whether you have news to convey, or goods to sell, is through the columns of the national newspaper . .

The FREEMAN'S JOURNAL

ESTD. 1763.

The FREEMAN'S JOURNAL,
Limited,
118 Fleet St., LONDON, E.C.

W. E. MAGILL,
Advertisement Manager,
27 Westmoreland Street, Dublin

P.S.

*Ireland is on the threshold
of an unparalleled economic
development. Will you
join in that prosperity?*

ADVERTISING MANAGER for London area. Old-established Series of weekly newspapers. Only thoroughly experienced men need apply. State terms and full particulars to Box "Series," "A.W.," Sardinia House, Kingsway, W.2

Indian & Colonial Advertising

Expert Advice
from Personal
knowledge of Markets and 60 years' experience.

WRITE FOR PARTICULARS
D. J. KRYMER & CO.
8 WHITEFRIARS STREET, LONDON.
Telephone No.: 6810 Holborn.



BADGES

SATIN FLAGS : SOUVENIRS

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI

Badge Manufacturer, BOLTON

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly

6^{d.}

600 pages

THE LONDON TIME-TABLE 6^{d.}

AND RED RAIL GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

General Offices: Hampden House, 84 Kingsway, London, W.C.

Special Features:—Steamship Guide, Buyers' Guide 'Bus and Tram Services, Entertainment Guide, London Stores, Hotels, Golf Clubs, Racing Fixtures, etc.

Monthly

6^{d.}

600 pages

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A U.S.A. CORPORATION.

We want detailed reports on the market for our goods in certain European countries. We sell three lines, and will thank you to put us in touch with firms who will, for a fee, give us reports.

FROM A LONDON AND PROVINCIAL HOUSE.

Please recommend a good man or firm to prepare a series of ads. for a Retail Clothier.

FROM A BIG ENGINEERING FIRM.

We want information on Trade Marks and their value. Will you tell us where we can get this information?

FROM A PROVINCIAL ADVERTISER.

We contemplate advertising our — through the medium of Theatre Drop Screens. Will you recommend the best firm to handle this business?

FROM A BRITISH OVERSEAS PUBLISHING HOUSE.

We want British Advertising for our publications. Will you put us in touch with a firm or firms to act as our agents?

FROM A LONDON HOUSE.

Where can we get a series of advertising slides designed and supplied?

FROM A PROVINCIAL NEWSPAPER.

Can you give us a confidential report on the reputation of an advertiser?

*If you can write
you can DRAW*

interesting way the real meaning of drawing. When you have completed the course you will have acquired so much useful information, that your value in your profession will be considerably increased. No other method takes you to your goal so quickly as the A B C method, which is based on the assumption that anyone who can be taught to write can be taught to draw. If you can learn to shape letters, then you can learn to shape objects, figures, etc. Write for booklet and full particulars to Studio 27.

THE A B C SCHOOL OF DRAWING, 210 STRAND, LONDON, W.C.2

To the man who can draw, the lay-out of an advertisement is an easy matter, and to equip yourself completely for the advertising profession you must be able to lay-out. The A B C School of Drawing teaches you in a simple and in-

"The work is very satisfactory indeed."



That's the kind of message "G&A" Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. *† Send us your next order.*
GARRATT & ATKINSON, Blockmakers, EALING London W



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.
12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones : Holborn 2907-8. Telegrams : "Collotype, London."

3 + 1 Advertisers' Essentials

A CO-OPERATIVE SERVICE FOR THE SMALLER MERCHANT OR MANUFACTURER.

1. COPY—that is read because brief, newsy, bright, pointed and SUITED both to the goods and the public sought.

2. ART—only as needed. NOT to mere artist's fancy, but to illustrate the salesman's points.

3. PRINTING—with regard to purpose. NOT the printer's whim, but designed by the advertising man—to give fullest unifying effect and selling power to the whole appeal.

+1. The Associated Advertisers' Service guarantees these three great essentials PLUS the economy of the co-operative employment of experienced advertisement writers and designers—at call as and when needed.

The SERVICE is especially designed for, and appreciated by, those manufacturers and merchants who, with a relatively small appropriation, yet need the facilities of the large advertising organisation.

Membership is offered to only one firm of any one trade

EARLY INQUIRY INVITED

THE
ASSOCIATED ADVERTISERS

34, Essex Street, Strand,
London, W.C.2.

THE ALDWYCH CLUB

Speech by Lord Jellicoe

LORD JELlicoe, late First Sea Lord, was the guest of the Aldwych Club at a luncheon on February 20th. There was a very large gathering to hear the speech of the distinguished admiral, and his reception was remarkably cordial. The chair was taken by Sir Hedley Le Bas and among those present were the Right Hon. George Lambert, M.P., the Right Hon. Sir Henry Dalziel, M.P., Admiral the Hon. Sir Hedworth Meux, M.P., Sir Thomas Lipton, Sir Thomas Dewar, and Sir Woodman Burbidge.

Sir Hedley Le Bas in introducing Lord Jellicoe gracefully paid tribute to the brilliant services he had rendered to the country in a time of the direst peril, speaking of him as the one man who could not have afforded to make a mistake.

Lord Jellicoe, in a deeply interesting address, described the great work the Navy had done in the war and defended it against some of the ill-informed criticisms that had been lodged against it.

The "Business Men's Week."

Address by Mr. Bonar Law.

MR. BONAR LAW inaugurated the "Business Men's Week" with an address at the Connaught Rooms on February 27th, the gathering being held under the auspices of the Aldwych Club. Lord Northcliffe presided over a very large gathering, to which a great many influential

men had been invited from all parts of the country. The company included the Lord Mayor of London, Mr. Grafton Cushing, Lieut.-Governor of Massachusetts, Lord Cunliffe, Lord Furness, Sir Felix Schuster, and Sir R. M. Kindersley.

Mr. Bonar Law in his speech thanked the members of the Aldwych Club for organising the "Business Week" and said he was also grateful to those who had assisted in the past. He also thanked the Press for their help and Mr. Kennedy Jones for his aid in connection with the last loan, which was a great success, far beyond what he expected or ventured to hope. The Chancellor then went on to explain the reasons why he had adopted the present method of raising the money rather than by another great loan. He spoke, too, of the gravity of the situation in which they were all placed, observing "this is a war, not of armies, but of nations, and the result will depend not more on what is done by our fighting forces than by what is done by us at home. I do not think there is any danger."

The Sales Managers' Association.

THE MEETING of the Sales Managers' Association, called for February 21st, at the Holborn Restaurant, was postponed. The subject for discussion was: "The best way of advertising and marketing goods which are not sold to the general public, and, incidentally, the value of trade papers as advertising media." The principal speakers were to have been Mr. Hopton Hadley and Mr. Thomas Russell.

Interested in CANADA ?

THEN
READ

Marketing

and Business Management

Monthly.
8/6 a year.

News of Canada's Selling Methods & Opportunities

Keep in touch with the Canadian Market—keep informed as to trade conditions, selling and advertising methods—*know* Canada as anyone doing, or desiring to do, business there *should* know it—familiarize yourself with Canadian advertising and selling practices. Read the monthly issues of

M A R K E T I N G and Business Management, Edited and Published by W. A. LYDIATT, recognized and only independent journal of Canadian selling and advertising interests. Never was the need of and value of up-to-date information greater than now. Specimen copy free to any reader of 'Advertising World.'

SUBSCRIPTION TERMS:

Post paid to any address in Great Britain, 8/6 per annum, single copies 1/-

—Remit by postal money order direct to—
W. A. LYDIATT, Publisher,
53, YONGE STREET, TORONTO, CANADA.

THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during month ending February 22, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE DAILY NEWSPAPERS

(COLUMNS)

Date	Times (including supplements)	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1918										
Jan. 23	D. 16 17 1/2	C. 26 1/2	D. 2 16 1/2	C. 4 4 1/2	D. 1 1 1/2	C. 1 1 1/2	D. 6 6 1/2	C. 2 2 1/2	D. 13 1/2	C. 1 1 1/2
24	13 23 1/2	12 23 1/2	5 16 1/2	4 12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	14 1/2	2 2 1/2
25	21 14 1/2	20 23 1/2	14 11 1/2	4 12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 1/2	1 1 1/2
26	8 18 1/2	10 27 1/2	1 13 1/2	4 12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	1 1 1/2	11 1/2	2 2 1/2
28	14 18 1/2	14 27 1/2	7 14 1/2	4 12 1/2	1 1 1/2	1 1 1/2	17 1/2	11 1/2	11 1/2	2 2 1/2
29	14 15 1/2	11 24 1/2	8 19 1/2	4 12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	3 2 1/2	10 1/2	2 2 1/2
30	19 17 1/2	20 29 1/2	13 14 1/2	3 12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	7 10 1/2	2 2 1/2
31	20 17 1/2	13 28 1/2	2 16 1/2	12 1/2	1 1 1/2	1 1 1/2	6 6 1/2	2 2 1/2	11 15 1/2	2 2 1/2
Feb. 1	19 18 1/2	19 22 1/2	8 11 1/2	5 11 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	12 1/2	2 2 1/2
2	5 20 1/2	13 24 1/2	2 13 1/2	4 11 1/2	1 1 1/2	1 1 1/2	16 1/2	10 2 1/2	11 15 1/2	2 2 1/2
4	10 15 1/2	13 28 1/2	5 13 1/2	9 4 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 16 1/2	2 2 1/2
5	10 16 1/2	13 29 1/2	7 21 1/2	8 1/2	1 1 1/2	1 1 1/2	6 6 1/2	10 2 1/2	9 1/2	2 2 1/2
6	17 16 1/2	12 28 1/2	11 16 1/2	3 17 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	8 1/2	2 2 1/2
7	15 30 1/2	15 25 1/2	3 17 1/2	7 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 15 1/2	2 2 1/2
8	15 1/2	19 24 1/2	6 12 1/2	9 4 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	6 1/2	2 2 1/2
9	7 21 1/2	11 27 1/2	5 13 1/2	8 1/2	1 1 1/2	1 1 1/2	16 1/2	10 2 1/2	7 1/2	2 2 1/2
11	12 16 1/2	19 24 1/2	9 13 1/2	9 4 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 15 1/2	2 2 1/2
12	13 17 1/2	13 29 1/2	10 21 1/2	8 4 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	14 1/2	2 2 1/2
13	17 10 28 1/2	17 28 1/2	4 17 1/2	7 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	6 1/2	2 2 1/2
14	26 30 1/2	15 27 1/2	7 18 1/2	10 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 15 1/2	2 2 1/2
15	19 17 1/2	14 28 1/2	5 12 1/2	5 5 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 15 1/2	2 2 1/2
16	6 22 1/2	12 26 1/2	3 14 1/2	7 1/2	1 1 1/2	1 1 1/2	5 1/2	9 2 1/2	6 1/2	2 2 1/2
18	13 15 1/2	17 33 1/2	8 14 1/2	11 1/2	1 1 1/2	1 1 1/2	17 1/2	10 2 1/2	5 1/2	2 2 1/2
19	18 17 1/2	13 29 1/2	6 19 1/2	9 1/2	1 1 1/2	1 1 1/2	6 6 1/2	10 2 1/2	14 1/2	2 2 1/2
20	18 16 1/2	17 27 1/2	8 16 1/2	8 1/2	1 1 1/2	1 1 1/2	6 6 1/2	10 2 1/2	11 15 1/2	2 2 1/2
21	21 27 1/2	17 24 1/2	4 4 1/2	7 3 1/2	1 1 1/2	1 1 1/2	6 6 1/2	8 1/2	7 1/2	2 2 1/2
22	4 15 1/2	14 29 1/2	7 12 1/2	7 1/2	1 1 1/2	1 1 1/2	6 6 1/2	9 2 1/2	11 14 1/2	2 2 1/2
Total ...	601 510 1/2	400 730 1/2	188 416 1/2	223 110 1/2	312 39 1/2	38 13	214 28 1/2	259 62 1/2	249 335 1/2	53 1/2

Width of Columns: Times, 2 1/2 ins.; Telegraph, 2 1/2 ins.; Post, 2 1/2 ins.; Graphic, 2 1/2 ins.; Mail, 2 1/2 ins.; Mirror, 2 1/2 ins.; Daily News and Leader, 2 1/2 ins.; Express, 2 1/2 ins.; Chronicle, 2 1/2 ins.; Daily Sketch, 2 1/2 ins.; Times, 2 1/2 ins.; Telegraph, 2 1/2 ins.; Post, 2 1/2 ins.; Graphic, 2 1/2 ins.; Mail, 2 1/2 ins.; Mirror, 2 1/2 ins.; Daily News and Leader, 2 1/2 ins.; Express, 2 1/2 ins.; Chronicle, 2 1/2 ins.; Daily Sketch, 2 1/2 ins.

THE POPULAR MONTHLIES—FEBRUARY

(DISPLAY AND CLASSIFIED—PAGES)

<i>Strand</i>	<i>Cassell's</i>	<i>Quiver</i>	<i>New Mag.</i>	<i>Review of Reviews</i>	<i>Nash's</i>	<i>Woman at Home</i>	<i>Pearson's</i>	<i>Windsor</i>
46½	36½	34½	27½	13½	24½	23½	18½	36½
<i>Connoisseur</i>	<i>Wide World</i>	<i>World's Work</i>	<i>English Review</i>	<i>Royal</i>	<i>Grand</i>	<i>Novel Mag.</i>	<i>London</i>	<i>Captain</i>
47½	20½	12½	11	18½	14½	14½	37½	8½

Special Note—Inserts are not included

PROVINCIAL NEWSPAPERS—(Penny)

(COLUMNS)

Date	<i>Bristol Times and Mirror</i>			<i>Glasgow Herald</i>			<i>Sheff'd Daily Telegraph</i>			<i>L'pool Post and Mercury</i>		
	National Display	Local Display	Smalls*	National Display	Local Display	Smalls	National Display	Local Display	Smalls	National Display	Local Display	Smalls
1918												
Jan. 23	1½	3½	7½	4½	28	13	3	4	6	2½	10	5½
24	3½	2½	8½	3½	11½	9½	3	6	8½	3½	7	5
25	4½	3½	7½	5	25½	14½	7½	3	6½	2½	8½	10
26	4½	11½	19½	2½	12½	11½	3½	11	20	1	8	6
28	2½	2½	8½	5½	25	20	1½	3½	7	1½	11½	5½
29	1½	3	8	3½	14	14	5½	4½	9½	3½	7½	6½
30	3½	3½	8½	4½	27	20	16½	4½	6½	3	8½	5½
31	4	3	8½	2½	17½	12½	6½	3½	7½	2½	7½	5
Feb. 1	1½	3	8½	4	18½	17½	2½	4½	6½	4½	7½	7½
2	6	9	19	3½	17½	16½	1½	13½	17½	2½	8½	5
4	1½	2	8½	4½	24	20	1½	4	5½	3½	9½	5½
5	4½	2	8½	3½	13½	13½	5	3½	9½	6½	8	4½
6	2½	2½	8½	5	24	20	2	4	6½	2½	10	6½
7	2½	2½	8½	3½	15½	10½	3	3½	8½	2½	9½	5½
8	2	3½	8½	4½	18	17	2	5	6	2½	9½	9½
9	6½	11	20½	3½	15½	10	2	11½	21½	½	8	5½
11	2½	3½	8½	8½	25	16	3	3	6	½	11½	6½
12	4½	3½	8	2½	14	13	5½	3½	10½	3½	8	7½
13	3	3½	9	6½	26½	19½	4½	2½	6½	2½	9	6½
14	4	3½	8½	2½	13	12	6	3	9	3	7½	6
15	2½	2½	8½	7½	25	15	5	2½	6½	2½	8½	11
16	7½	10	23½	2½	13½	13½	5	9½	22½	½	7	5½
18	3½	3½	8½	8½	26½	19½	3½	3½	6½	4½	9	6½
19	4	2½	7½	2½	15½	14	3½	3½	10	4½	5½	8½
20	5	4½	8½	5½	28	20	6	3½	6	4	7	7
21	2½	3	8½	3½	17	10	5	3	8	1	8	5½
22	3½	2½	8½	6½	24	16	4	3½	6½	3	7	12
Total ...	96½	109½	274½	118½	535½	408½	117½	129½	250½	72½	226½	181½

* Including Auctions.

SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins. *Glasgow Herald*, length, 24½ ins width, 2½ ins. *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins. *Liverpool Daily Post*, length, 24 ins., width, 2½ ins.

N.B.—In the case of some of these provincial publications we have not been able to check the figures given, and in consequence do not accept responsibility for their accuracy.

PROVINCIAL NEWSPAPERS—(Halfpenny)

(COLUMNS)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1918.																								
Jan. 23	3	4	13	2	8	3	1	8	3	3	5	7	8	2	2	6	13	4	5	13	3	3	4	5
24	5	6	15	3	15	4	3	15	3	3	3	7	9	2	2	4	9	4	4	5	3	4	3	5
25	5	9	15	11	17	10	11	17	10	2	2	8	9	4	4	3	7	5	11	6	4	10	7	5
26	...	9	8
28	...	9	15	3	17	3	3	17	3	4	4	7	7	3	3	2	11	4	8	8	2	2	2	5
29	5	5	15	3	12	5	15	12	5	4	4	7	10	2	2	7	6	4	10	14	4	4	4	5
30	7	5	17	18	6	3	15	6	3	3	7	7	9	2	2	17	13	4	4	15	4	8	3	4
31	3	4	14	2	9	4	7	9	4	4	7	7	13	8	4	6	13	4	6	2	4
Feb 1	5	12	14	2	7	5	1	7	5	2	3	7	10	3	1	2	2	4	2	8	2	2	2	4
2	1	3	12	2	5	3	1	5	3	4	4	7	6	2	1	4	8	4	6	7	4	2	7	4
4	2	5	14	2	18	9	1	18	9	6	4	7	10	2	1	1	7	3	9	4	3	2	6	5
5	8	4	15	4	10	3	8	10	3	6	4	7	10	2	1	8	7	3	9	7	2	2	5	5
6	7	8	18	7	6	3	5	6	3	4	4	7	10	2	1	4	8	4	9	4	4	2	5	5
7	3	7	12	4	3	3	5	3	3	6	4	7	10	2	1	4	7	3	13	10	3	6	5	5
8	5	11	15	19	7	10	5	7	10	10	7	7	11	2	1	6	10	3	13	10	3	10	5	5
9	3	18	13	4	5	3	2	5	3	7	6	7	11	1	2	4	25	4	2	4	3	4	6	6
11	3	6	17	6	5	3	2	5	3	7	6	7	11	1	1	5	10	3	3	8	1	5	3	6
12	9	7	17	7	4	4	2	4	4	3	3	7	11	1	1	4	13	4	16	8	2	3	4	4
13	4	3	10	5	3	4	4	3	4	6	6	7	10	1	2	4	14	4	16	5	4	6	3	5
14	3	6	16	4	7	4	7	7	4	5	3	7	11	1	2	4	17	4	4	4	2	6	2	5
15	7	11	15	4	5	3	7	5	3	7	9	7	11	1	2	7	9	4	13	12	4	11	3	5
16	1	1	18	5	5	3	5	5	3	3	4	7	11	1	4	7	23	5	2	5	2	2	3	7
18	4	5	15	4	3	3	4	3	3	8	6	7	11	1	1	3	9	5	3	4	3	6	2	5
19	10	2	16	6	5	5	5	5	5	5	5	7	11	1	1	4	10	4	16	5	3	8	3	5
20	7	3	18	6	6	3	5	6	3	9	5	7	10	1	2	5	13	4	3	9	5	7	2	4
21	3	4	15	6	3	3	8	3	3	8	3	7	10	2	2	6	10	5	3	5	2	4	5	5
22	5	8	15	7	5	4	3	5	4	8	8	7	11	1	2	5	8	5	16	9	4	15	3	5
Total ...	129	160	402	133	154	138	129	213	128	143	143	198	263	59	61	137	325	117	131	207	89	163	92	147

Sizes of Columns.—Northern Echo, length 22 ins., width 2 1/2 ins. Sheffield Independent, length 23 ins., width 2 1/2 ins. North Eastern Daily Gazette, length 24 ins., width 2 1/2 ins. Daily Dispatch, length 23 ins., width 2 1/2 ins. Irish Independent, length 22 ins., width 2 1/2 ins. Northern Daily Telegraph, front page, length 21 ins.; inside, length 22 ins., width 2 1/2 ins. Yorkshire Telegraph and Star, length from page, 21 ins.; inside 23 ins., width 2 1/2 ins.

THE BRITISH MARKET

*A Guide and
Directory*

*for Overseas
Advertisers*



THE ADVERTISING
WORLD

We shall be pleased to answer any queries addressed to us by American correspondents, and to furnish them with any exact information required. Detailed reports of the market conditions affecting particular commodities will be furnished to responsible enquirers. Replies of general interest will be published in this Supplement, others will be forwarded through the mail. Communications should be addressed to (Transatlantic) Information Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, London, W.C.

Advertisements in this Supplement are censored by us; and statements made in them may therefore be accepted without reservation.

Telephone: 2269 Holborn. Telegrams and Cables: "Adverworld, London."

WHAT THE BIG STORE CAN DO FOR ADVERTISERS



ESPIE the fact that they loom largely in the public eye, the great department stores which are to be found in every important centre throughout the British Isles do but a small proportion of the total retail trade of the country.

All of them put together do not indeed account for more than ten to twelve per cent. of the total at the outside. The small, quite small, retailer does the bulk of the business.

It would, however, be a serious mistake for the advertiser to judge the service that can be rendered him by the great stores solely upon the trading figures they can present.

These stores do, as we have said, make an imposing figure in the

public eye and a strong impression upon the public mind. Their influence is felt all over the country, and is only faintly reflected by the amount of business they secure for themselves.

An examination of the important daily newspapers of the country, London and provincial, will show that almost without exception their advertisement columns are dominated by the announcements of the great department stores. This is only natural, for the retail store can concentrate its advertising activities within a comparatively narrow area, whereas most other advertisers using an equal amount of space must cover a much larger amount of ground. Moreover, the nature of the business done by the stores makes it necessary that they should be frequent and constant, if not literally day by day, advertisers. They have to advertise an ever changing stock, to give their announcements the character of current news. The advertiser with a fixed commodity need only advertise at relatively wide intervals. He has not to make a new offer to the purchasing public every day, but only to remind newspaper readers that he is still selling the same old article at the same old stand.

It is easy to see, therefore, why retail store advertising is so prominent a feature of the newspaper Press.

Being so it constitutes a sort of daily market report which is read by a vast number of consumers whether they are store customers or not.

The majority of the customers of the department store in an important centre do not frequent it for their everyday shopping. They "go into town" to visit it only when some out-of-the-common purchase has to be made. The nearer they may happen to reside to the situation of the store the more frequently they will go to it, but only a few look upon it as the objective of other than a somewhat exceptional kind of shopping expedition.

Both the prominence of their advertising and the habit of regarding them as the best retailing establishments to go to on special occasions give the stores an influence upon the purchasing public of a peculiar and far-reaching description.

Their offers become standards by which those of smaller retailers are judged. The reputation they must needs acquire and maintain to gain and hold their position extends itself to every article they stock and sell. People, quite rightly, assume that it would not be worth while for the great trading organisation to imperil its own goodwill by retailing an article of inferior quality, however tempting the financial inducements might be.

Consequently the advertiser who secures the assistance of the department stores in retailing his commodity obtains far more than mere channels of distribution. He obtains what is, in effect, regarded as expert testimony to the soundness of his proposition.

Such a testimony is by no means to be undervalued as an implied guarantee to consumers that the advertiser and his commodity can be regarded with confidence; but it is far more valuable as a demonstration to the small retailer.

The advertiser will get a very different sort of reception from the small retailer if he is able to state that he has already won the

JOHN BULL

ALTERATION OF PRICE

Commencing with the issue of March 16th the price of "John Bull" will be Twopence.

This alteration has been postponed until it was found impossible to offer the paper any longer at a lower figure.

ADVERTISEMENT RATES :

The page size (type area) of "John Bull" is now
11½ ins. deep by 9 ins. wide,

divisible into

4 cols. to page (each 12½ ems wide)
 at **£9 PER INCH**, single column.

5 cols. to page (each 10 ems wide)
 at **£70 per column** or **£6 15 0 per inch.**

SPECIAL POSITIONS :

	PER INSERTION
Half-Page Solus (under matter)	£175
Title Corners on Front Cover, each	£20
Panel on Front Cover	£90

DATES AVAILABLE ON APPLICATION.

PHILIP EMANUEL Advertisement Manager
 ODHAMS LIMITED, 85-93 LONG ACRE, W.C.2

support of the great stores than if he presents himself without that potent recommendation.

Small retailers have a wholesome respect for the trading methods of their huge rivals, and are willing to believe that the stores will not take up a new line unless it bids fair to sell well and to show an attractive margin of profit. They are also unwilling that purchasers should be compelled to go to the big store to obtain an article for which a reasonable demand is plainly in prospect.

Therefore the advertiser who is placing upon the market a new commodity will do well to look upon the stores not only as distributing agencies of comparatively limited scope, but as a means of creating goodwill both among small retailers and consumers of essential importance.

There is not a retail market of any importance in the British Isles that is not under the strong influence wielded by one or more of the great stores.

There are not a great number of them, and they can be canvassed without an undue expenditure of time. The American manufacturer or merchant who comes over here to do business should make them one of the first objects of his attention.

THE FOUNDATION OF SUCCESS

Why so many American advertisers have failed to make an impression on the British market—Extracts from a conversation with Mr. H. Evan Smith, of Messrs. Haddon & Co.

"SINCE IT may be as well for me to deliver my credentials, so to speak," said Mr. Evan Smith to the present recorder, "let me say that I am an active director of important selling and advertising organisations on both sides of the Atlantic; that, as an observer, student and practitioner, at first hand and 'on the spot,' I know the American and British markets equally well; and that I should therefore be in a position to draw certain comparisons which may be helpful to the manufacturer or merchant belonging to one of these markets who wishes to extend his operations to the other.

"At the moment I, of course, address myself particularly to the American vendor who proposes to appeal to the British consumer; but much that I have to say will apply when the situation is reversed.

IV

"The large number of American traders who have successfully established themselves in the British market is apt to make one overlook the still greater number who have attempted to do so and failed. It has often been said that Great Britain is the grave of American advertising reputations: and there is at least sufficient truth in the phrase to explain its currency.

"In nearly every case the cause of failure has been the same: a lack of reliable and detailed information concerning market conditions on the part of the advertiser.

"At first sight the similarities between the British and American markets seem so much more numerous and significant than the variations that one is very liable to treat the latter as negligible. There cannot, it appears, be any differences worth serious con-

March, 1918

The United States and The United Kingdom

are daily becoming more closely united by the increasing intercourse of their peoples. The friendships which are being forged in the great furnace of war will have a salutary effect on the future business relationships of the two great English-speaking races.

Already an immense chain of business houses are linking the resources of the two countries for the common needs of the Military, and looking forward to the days of peaceful industrial development

THE DAILY MAIL

will prove to manufacturers desirous of instituting branches in the United Kingdom a powerful factor to success.

Its influence is of a thoroughly national character and is the premier power in any advertising campaign in the British Isles.

CARMELITE HOUSE,

LONDON, E.C.

sideration between two bodies of consumers with a common language and literature—and therefore common traditions and ideals—bound to each other by a thousand intimate spiritual and material ties, and rather united than divided by the most thronged of ocean highways.

"It remains true that the geographical, temperamental and conventional conditions governing the two communities differ quite sufficiently to render them absolutely distinct, even taking each as a whole and ignoring local peculiarities.

"The American trader operating in the British market needs to treat these differences far more seriously than the Britisher trading in the U.S.A. In general it may be said that the American view of trading includes most of the British; whereas the British excludes a great deal of the American. The American consumer is as ready to accept what is new, exuberant and strikingly presented as the Britisher is to suspect it. The one country perhaps puts too high a premium on enterprise, as does the other on stability. In any case, the former is open to almost any lively appeal, the latter only to an appeal of a certain character.

"It therefore follows that the American trader cannot take his experience in his home market as a reliable guide when he comes over here. To ensure success he must approach the British market with an absolutely open mind and in the spirit of the earnest inquirer.

"In my opinion it is most necessary that the potential advertiser, either personally or through some equally well-informed and reliable delegate, should come over and survey the ground

of his future activities. There are certain questions individual to his own proposition which no wise business man will leave to the judgment of anyone less instructed and interested than himself.

"This, however, need not involve a very long stay in this country or a very laborious series of investigations.

"The advertiser's own task will be enormously simplified if, as a preliminary, he obtains a report on his proposition from some reliable source in this country. It need scarcely be said that he should be careful to go to the right quarter for his report—

fortunately it will not be difficult for him to obtain a disinterested recommendation—as to serve its purpose it must not only be full and detailed, but prepared by someone really competent to deal with the problems of distribution and advertising that will present themselves, and entirely honest in the expression of thoroughly digested opinions.

"The preparation of such a report as will usually be required entails the expenditure of not a little valuable

time and labour; and the advertiser will be well advised to pay for it generously. If it is what it should be, it will very speedily represent money saved rather than money spent.

"Having perused and considered such a report—covering every aspect of existing market conditions, general and local, present and possible competition, means of distribution, facilities for advertising, etc., etc.—and the suggestions accompanying it, the advertiser can come over to make his own inquiries with a definite idea of what he wants to know, definite statements to confirm or criticise, definite centres and



"When the time comes for action it is well to be quick and resolute; but neither energy nor resolution will command success unless they are directed by exact knowledge patiently and carefully acquired."



ADVERTISING IN ENGLAND.

WHAT AMERICAN ADVERTISERS SAY ABOUT THE ERWOOD AGENCY **AND STILL ANOTHER LETTER**

The series of letters which are being published month after month from American Firms and Advertising Agents whose advertising appropriations are entrusted to the Erwood Agency should interest all advertisers, both British and American, seeking High-Class, Result-Pulling, and Novel Advertising Service.

V. J. Reveley, Esq.,
Managing Director,
Messrs. W. L. Erwood, Ltd.,
30, Fleet Street, E.C.4.

THE GANNETT TRADING CO.
(W. H. Gannett:—Citizen of U.S.A.)
General Offices:—
8, Bouverie Street, London, E.C

January 23rd, 1918.

My dear Reveley,

I want to thank you for the services you have rendered to my firm during the past ten years or more, and also desire you to know that I have had expressions of appreciation from each and every one of our clients for the invaluable advice you have given.

You probably realise that it is not easy to act for American Firms and to get them to understand the necessity of varying their usual methods to conform to the different conditions and people of another country. The agent needs the co-operation of an Advertising Agency that has service facilities. You have certainly supplied the requisite good judgment and tact, and have been the mentor and friend far beyond what one should expect of his advertising consultant. This service has helped in a great degree to bring about the success our clients have had in this Country and the Colonies.

Thanks for your conscientious and results-bringing advice are extended to you from:—

W. J. THOMPSON CO. INC., dealers in cameras and supplies,
in their selling campaign in Great Britain and in all the
English-speaking Colonies;

THE GIANT OXIE COMPANY, LTD., for arranging their
advertising for this Country, parts of Europe, and the Colonies;

TELMO LABORATORIES for their Colonial and British
distribution of toilet preparations;

DR. BLOSSER LIMITED for the success of the sale of their
Catarrh Smoking Remedy;

AMES CHEMICAL COMPANY, INC. } Manufacturers of
DELANO CO., INC. } proprietary medicines.

Further than this I have had personally the thanks of several American companies whom I have referred to your Agency during the past ten years.

With warmest regards, I am, very sincerely yours,

(Signed) Geo. H. Jewett, Manager,
THE GANNETT TRADING COMPANY.

If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director. All inquiries receive his personal attention.

W. L. ERWOOD, LIMITED, ESTD. 1890

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193.

Telegrams and Cablegrams: "Banningd, Fleet, London."

March, 1918

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areas to survey, particular people to see, and definite business to negotiate. "He will be able to see and to do more in six weeks than without the report for a guide he could have seen and done in six months. He can take the report for no more than an assistance in his exploratory tour until he has personally ascertained that it can be accepted as sound and straightforward; and if after all it should prove no more than to give direction to his own investigations it can hardly fail to repay its cost many times over.

STUDY THE MARKET

"This preliminary work of investigation, by the 'reporter' first, and later by the advertiser or his representative, is by far the most important part of the task that the new advertiser in the British market must set himself to perform if he is bent on giving himself a fair chance of success.

"If it be left undone or only imperfectly performed the whole of his efforts may be so misdirected as to be useless if not actually mischievous.

"The American manufacturer or merchant who endeavours to gain a position in the British market without a thoroughly comprehensive examination of its possibilities and peculiarities in relation to his own particular commodity is courting disaster: as so many have found to their cost.

"With such a survey behind him the American advertiser of a sound article has to-day a better opportunity of creating a goodwill in Great Britain than perhaps has ever offered itself hitherto. The market is not only, owing to the general dislocation of industry and trade, laid open to new influences that would hardly have affected it in its more stable days, but its consumers are in a mood of most cordial friendliness towards all things American, which was not at all the case with a great many of them in times past.

"The demand for a huge variety of commodities of general use will at once become enormous and urgent the moment that peace is assured, for every individual and every household will have a work of reconstruction to carry

out. The extent to which dilapidations and losses have been ignored by the majority of the British people during wartime will probably not be estimated at a tithe of its reality until the time comes to repair and replace them.

"There need be no question at all as to the fertility of the field; the only matter to be considered is the best method of cultivating it.

"To make one point at a time is the way of wisdom; and I do not propose to add much here to what I have said about the vital importance of the preliminary survey.

"I may add, however, one other observation. I am often asked whether the actual advertising copy used successfully in the U.S.A. is suitable for use in Great Britain. In my experience only a small proportion of such copy—certainly less than 15 per cent.—can be used over here without more or less substantial modification.

"Into the reasons for this I will not enter now, though it would be interesting to do so. Fully to explain them I should have to enter upon a close and lengthy analysis both of the national characteristics of the two peoples and the peculiarities of their markets.

THE RIGHT "ATMOSPHERE"

"Let it be sufficient to say here that the 'atmosphere' with which the American advertiser surrounds his proposition is not such as should belong to advertising that is meant to appeal to a British public. Numberless small qualifications and changes have as a rule to be made—small in themselves, but great in their sum—before the advertiser's appeal can be put forward in the form most calculated to win for it a ready acceptance.

"This, however, need not worry the American who is interested in the British market until he has completed his examination of the country he proposes to cover; nor need it much concern the advertiser who proposes to commence advertising without such examination, for whatever copy he uses will probably be equally ineffective because he is almost certain to proceed on the wrong lines."

Sunday Times

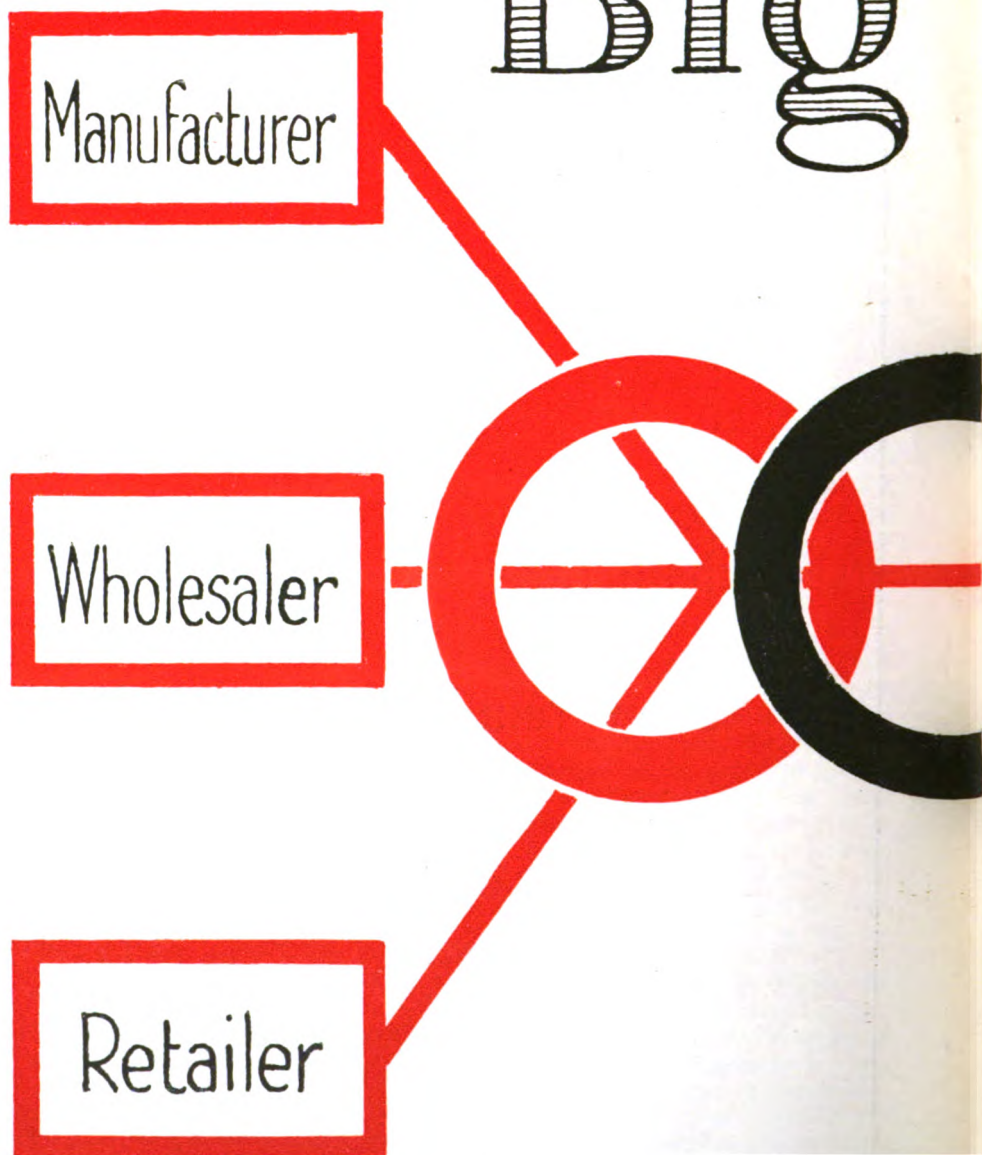
Removal of Offices

Windsor House, Kingsway,
having been commandeered
by the Aeronautical De-
partment of the Ministry of
Munitions, the offices of the
“Sunday Times” have
been removed to——

THANET HOUSE
231-232 STRAND, W.C.2

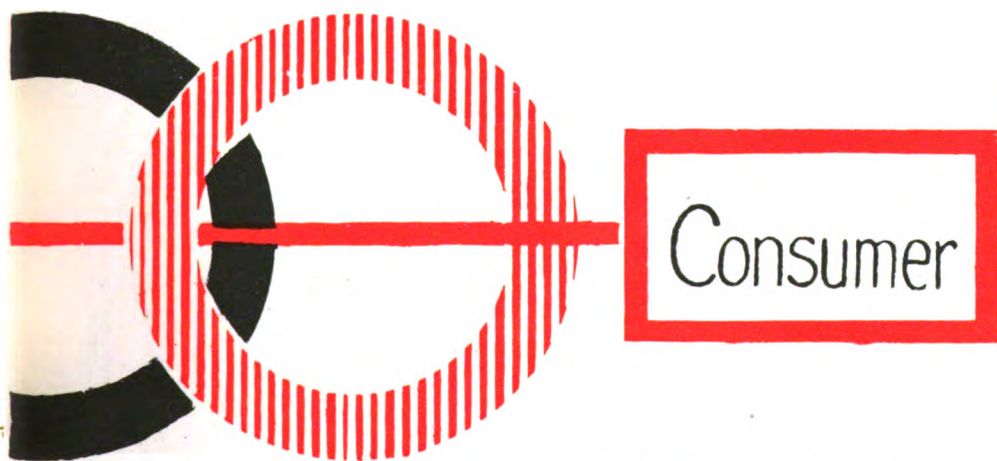
New Telephone Numbers:
CENTRAL 3912 (5 lines).

You get there Big



through the Three

The Northern Echo
The Sheffield Independent
The Birmingham Gazette.



A GLANCE at the map will show that from their publishing centres in Darlington, Birmingham and Sheffield, **THE BIG THREE** cover an area containing one-sixth of the consumers of Great Britain. To the normally well-paid industrial workers of the three constituencies the war has brought unprecedented material prosperity, and the reconstruction work of peace will render their future secure. They are buying more goods and better goods than ever before. They work hard and consider themselves entitled to spend freely in the better equipment of their households, in the more complete satisfaction of personal needs, and on reasonable entertainment. If you have a sound proposition "**THE BIG THREE**" will enable you to place it right in front of this great body of purchasers. They are buying **NOW!**

London Office :
17, BOUVERIE ST.,
E.C.4
'Phone 5107 City.

THE MULTIPLE SHOP SYSTEM AND THE NATIONAL ADVERTISER

**Some Facts and Figures relating to an Important Section
of Retail Distributing Machinery in the British Market**

By H. VAL FISHER

WE PRINT this month the second portion of Mr. Fisher's article, of which the first part was inserted in our February issue. In the lists given below endeavour has been made to include every firm owning ten or more branch stores, and in a few cases where the branches are unusually large smaller numbers are included. Approximately for every firm owning ten or more shops there are twenty owning from two to ten branches. Appended is an explanation of the index numerals and marks used in the tables.

- (1) Sell only goods of own manufacture.
- (2) Feature goods of own make, but stock other brands, advertised or unadvertised.
- (3) Welcome advertised goods within the scope of their trade.
- (4) Large branch shops with big turnovers.
- (5) Not all under name given, but ordering through Head Office.
- (A) Approximate or estimated number of branches, not verified by firm.

Situation of Branches.—A blank under "Where situated" column indicates that branch shops are in the district round head office.

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THE GRAPHIC

is the Leading Illustrated Weekly of World-wide Circulation and Repute.

In addition to its very large circulation at home and abroad, it is to be found in all the best Clubs, Hotels, Libraries, Reading Rooms and Restaurants throughout the World.

There is no weekly illustrated paper that can give such world-wide publicity at a moderate cost as "THE GRAPHIC."

For further particulars and rate card send to

GEORGE SPARKES
Director of Advertising
10, Abchurch Lane, London, E.C. 4

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at CAPE TOWN, SYDNEY, BUENOS AIRES

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

THE UNITED STATES—

A MARKET FOR BRITISH GOODS

One Hundred Million People worth Two Hundred Billion Dollars

The two great English-speaking nations, drawn together by the ties of common sacrifice, are awakening to the tremendous possibilities of closer commercial relationship. Many British manufacturers, who have hitherto paid little attention to the American market, are now preparing to cultivate it vigorously and systematically. They are planning advertising for America as a necessary means of securing quick access to the richest market the world affords.

AN ENGLISH-AMERICAN ADVERTISING SERVICE

To assist English manufacturers in developing American trade, and to help American enterprise build British business, we have maintained for twelve years an International Advertising Company with offices in London and Chicago. We are entrusted with the advertising of leading manufacturers of

Motor Cars.	Power Pumps.
Arms and Ammunition.	Wearing Apparel.
Powder and Explosives.	Electric Batteries.
Bedsteads.	Iron and Steel Products.
Fountain Pens and Typewriters.	Patented Process Roofing, etc., etc.

We have acted for such manufacturers for a great number of years—and the list is steadily increasing.

A letter of inquiry may be the means of bringing you in touch with a new market of infinite possibilities.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors:

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

JEWELLERS, PAWNBROKERS, ETC.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Poyser, E. S., & Sons, Ltd.	Nottingham	10	—	Harvey & Thompson, Ltd.	London	20	—
Bradleys Samuel, H., Ltd.	Chester . Manchester	100 (A) 70 (A)	— Brit. Isles	Saqui & Lawrence, Ltd.	—	9 (4) (A)	London & South England
Purser & Sons, Ltd.	Cardiff .	4 (3)	—	Saunders, Ltd.	London	6 (4) (A)	—

Several firms of manufacturing silver-smiths having large retail branches in English, Colonial and foreign cities are not included in this list, as the nature of their business does not greatly interest the advertiser of branded goods. This trade presents some peculiar features, the number of chain stores entirely confined to the sale of jewellery, watches, etc., is comparatively small, and in the case of almost any branded article of jewellery or plate, or of a branded watch or clock, very little progress would be made in distributing

through this trade. As explained in the foreword, the jewellery departments of the chemists, the big department stores and the pawnbrokers are important factors.

Another feature of this trade of interest to the advertiser is what practically amounts to the tied-house system. Certain manufacturing and jobbing houses in the trade have, through allowing him credits beyond his capacity, so tied up to them a proportion of individual retailers as to enable them to dictate to him what he shall or shall not stock.

HOUSE FURNISHERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Smart Bros.	London	22 (3) (A)	—	Pontypridd Furnishing Co., Ltd.	Pontypridd	7	South Wales
British & Colonial Furnishing Co.	Newcastle	15 (A)	—	Jay's Furnishing Stores, Ltd.	—	16 (A)	Brit. Isles
The Merthyr Furnishing Co., Ltd.	Merthyr Tydfil	12	South Wales	Alexander's Stores, Ltd.	Glasgow	6 (A)	—
				Grant, J. R., Ltd.	Liverpool	10 (A)	—

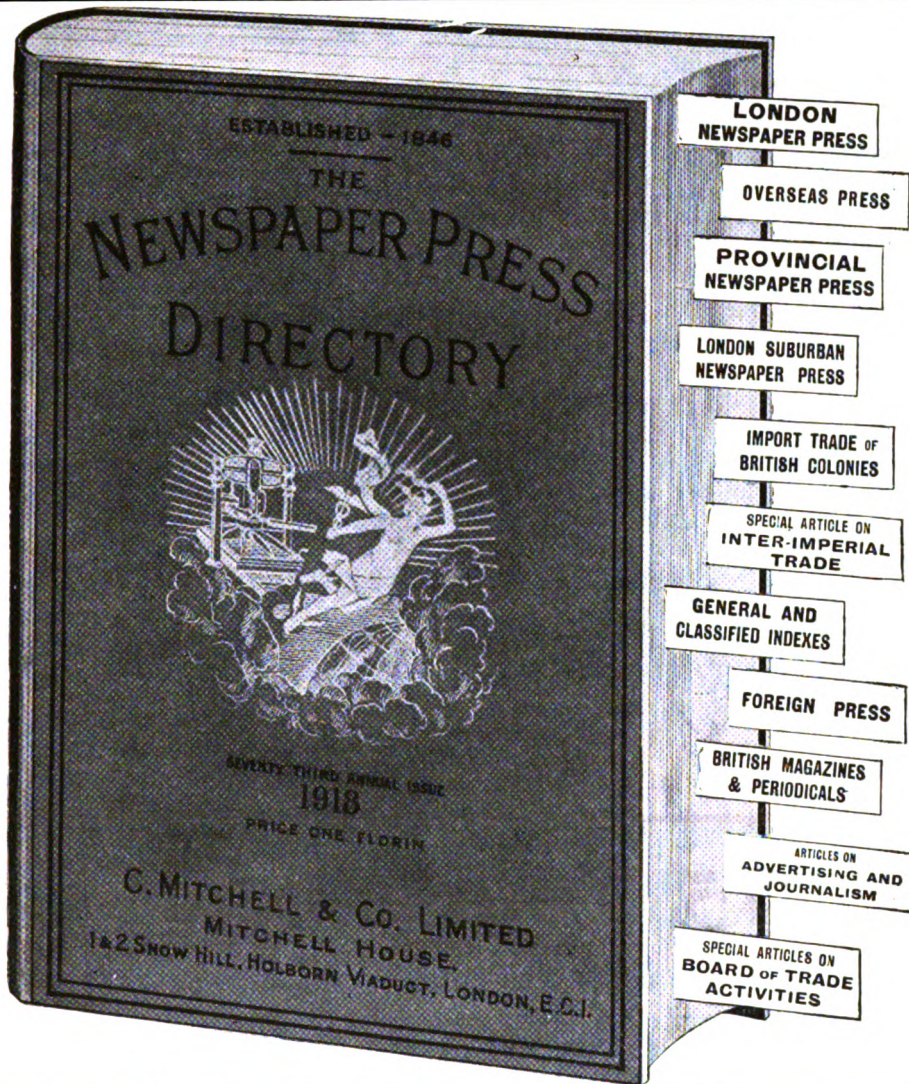
This trade contains many what are practically chain stores, but owing to the system in vogue it is difficult to identify them as such. Certain large manufacturing houses, in addition to a wholesale business, own or control up to (in some cases) 100 retail branches run under trading names, often as limited

companies incorporating the name of the town in their title.

Distribution of suitable household furnishings, such as branded sweepers, mops, polishes, etc., can be obtained through the retail furnishing shops, the managers of the "company" shops usually buying for their own store.

LADIES' COSTUMES (SUITS) AND MANTLES.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Dale, J. R., Ltd.	London	12 (A)	—	Style & Mantle, Ltd.	London, E.C.	54 (5)	London
Bridgland, R. J.	London	10 (A)	Brit. Isles	Steddall, Ltd.	London	5 (4) (A)	—
Goodsons, Ltd.	Manchester	41 (5)	Brit. Isles	Poppy, A. W.	London	7 (4) (A)	—
Style & Mantle (Provincial), Ltd.	London, S.E.	29	Provinces				



An Essential Book for Business Men

Business men who are studying the question of trade after the war—who want to keep well informed of the commercial conditions of the Empire and of the opportunities for trade that exist overseas—should get the 1918 Edition (73rd Annual Issue) of

THE NEWSPAPER PRESS DIRECTORY

It is an indispensable guide and gazetteer to the Press and commercial interests of the world. Designed to assist manufacturers, traders, exporters, advertisers and all who are interested in the development of British Commerce.

"A wonderful Two-shillingsworth."

Contains 642 pages brimful of valuable business facts and information. Includes important articles on "Board of Trade Activities," "Inter-Imperial Trade," and gives Tariff Tables of the Dominions Overseas.

Price :

2/-

Post-free, 2/7.
(Abroad, 3/4.)

The Publishers, Mitchell House (Dept. A.W.), 1 & 2 Snow Hill, London, E.C.1.
March, 1918

Branded lines, other than those of their own manufacture, are practically unknown in this trade.

PIANO & MUSIC DEALERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Thompson & Shackell, Ltd.	Cardiff	12 (3) (1)	—	Dale, Forty & Co., Ltd.	Birmingham	9 (3)	Brit. Isles
*District Messenger Service, Ltd.	London	40	—	*Keith Prowse, Ltd.	London	30 (A)	—
Archibald Ramsden	Leeds	10 (A)	—	Crane & Sons, Ltd.	Liverpool	9 (A)	Brit. Isles

* District Messenger & Theatre Ticket Co., Ltd.

Whilst many firms own up to ten retail shops in their own district the chain store system is not common in this trade, the firms marked * own big theatre ticket booking offices at which they do a considerable business in gramophones and records, sheet music, fountain pens and small articles.

BAKERS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Blackledge, Jas., & Sons, Ltd.	Bootle	73 (A)	—	Peacock, R. A., & Sons, Ltd.	Glasgow	17 (A)	—
City Bakeries, Ltd.	Glasgow	21 (A)	—	Marland, J. H.	Manchester	14 (A)	—

75 Years Ago

Billposting was a disreputable business—done by night, against the law.

We reformed it. We were the first house to *pay* for space. Every reform in Billposting since has originated with us, even to the shape and pattern of paste-cans and brushes.

DETAILED COSTS, TOWN BY TOWN, AND ALL PRACTICAL INFORMATION FOR ADVERTISERS WILL BE FOUND IN MR. CYRIL SHELDON'S GREAT BOOK
"BILLPOSTING"
 (Price 11/- post free)
 THE ONLY MANUAL IN EXISTENCE.

WE HAVE INTRODUCED SERVICE BILLPOSTING. IT MEANS MUCH—INCLUDING THE ONLY ADEQUATE CHECKING OF ACCOUNTS

Sheldons

85-87 COOKRIDGE STREET,
LEEDS



HAMMERSMITH
WALHAM GREEN
KINGS ROAD CHELSEA
SLOANE SQUARE
VICTORIA
WHITEHALL
CHARING +
STRAND
LUDGATE CIRCUS
CANNON STREET
BANK
LIVERPOOL STREET

A ROAD TO ADVERTISING
ONE OF MANY ROUTES THROUGH
THE BUSY CENTRE OF LONDON.

THE ROOT OF SUCCESS
IN ADVERTISING IS IN KNOWING HOW
TO REACH THE MAXIMUM NUMBER OF
PEOPLE AT THE MINIMUM COST.

YOU CAN REACH LONDON'S MILLIONS
AT A LOW COST IF YOU PLACE
YOUR ADVERTISEMENT ON THE
LONDON BUSES.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS CO., LTD.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

BAKERS—continued.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Smallmans, Ltd.	Manchester	10 (A)	—	Scott, Robt., & Sons	Liverpool	16 (A)	—
Gawne, W. F.	Liverp'l	9 (A)	—	Singleton, Wm., & Sons	Birkenhead	25 (A)	—
Hicks, Joseph, Ltd.	Liverpool	11 (A)	—	Sykes, Benjamin & Sons, Ltd.	Liverpool	43 (A)	—
Hubbard & Martin, Ltd.	Birkenhead	10 (A)	—	Taylor, Richard & Sons, Ltd.	Liverpool	49 (A)	—
Lacy, J. & J., Ltd.	Birkenhead	42 (A)	—				
Lunt, G., Sons & Co., Ltd.	Liverpool	94 (A)	—				
Lunt, John, & Co., Ltd.	Liverpool	15 (A)	—				

A peculiar feature of the chain stores in this trade is—the system only operates in two or three towns. In other towns the bakeries distribute by vans or sell chiefly through the small general shop. In the case of practically all the firms listed above, their shops are well kept and well situated, they do a fair trade in packet cereals, tea, etc., and could be used to good purpose in many distribution schemes.

CONFECTIONERS (SWEETS & CANDY DEALERS).

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
McColl, R. S.	Glasgow	25 (A)	—	Maynards, Ltd.	London	160	—
Birrell, Ltd.	Glasgow	21 (A)	—	Butter Creams, Ltd.	London	14 (3)	—
Munn, J., & Co.	Glasgow	13 (A)	—	Fullers, Ltd.	London	41 (1)	—
Agnews	Glasgow	10 (A)	—				
Nobletts	Liverp'l	35 (2)	—				

Have you considered India?

Prosperity is awaiting you in this wonderful market, in return for a reasonable outlay.

We are prepared to organise an advertising campaign to cover India, based upon our extensive experience and expert knowledge, and to introduce you to live agents who will help to make your selling campaign a complete success.

We place most of the contracts now running in Indian Newspaper business, and are familiar with the entire Press of India, both European and Vernacular.

Your correspondence upon this subject, and also regarding English advertising matters, will be welcomed. Our advice and service are entirely free of charge.

Enquiries are solicited from American Agents wishing to develop Indian Trade for their clients.

E. J. REID & CO.,

Advertising Specialists,
49, WATLING ST.,
LONDON, E.C.4.

British and Oversea Markets

THE Dorland SPECIAL RESEARCH DEPARTMENT has investigated and reported for a large number of America's great corporations. It has embraced investigation on Market conditions and prospects—Competition—Margins of Profit, Importers, Jobbers and Distributors—Volume of Imports of similar goods over a period of years—Tariff Duty in the British Isles and Colonies—Distribution, and Sales Methods—Suitable Agents or Distributors—Factory Sites—Suitable Centres—Power facilities—Transport—Patents and Trade-Marks, British and Colonial—Locality of Jobber's Market for similar goods—Suitability of Advertising or Catalogue Matter for British Market—New Openings through Suppression of Enemy Trade—Altered Conditions owing to the War—Necessary Advertising to operate the British Market as a whole, or progressively, territory by territory—Supplied maps with Territories marked, and Distributing Centres indicated.

CAN DORLAND ACT FOR YOU ?

The Commodities represented by the firms already served range from Breakfast Foods to Automobiles—Tyres to Edible Oil—Hosiery to Office Equipment—Motor Accessories to Chemicals.

Following are three typical acknowledgments :

- 1 "We wish, first to congratulate you on your good fortune in having in your Organization a gentleman who could prepare a report of this character, and we wish to say that it is by far the most comprehensive and intelligent report of this kind that we have ever had from a foreign country, and consequently it greatly advances in our mind the standard and the probability of prospective business with your Company."
- 2 "We again want to express our appreciation of the high-grade work you have done and to compliment you, as we did not know the English agencies were on such a high level."
- 3 "We take this opportunity of congratulating you upon the thoroughness of the information you obtained as well as upon the very considerable skill displayed in obtaining it. The manner in obtaining this information has been most satisfactorily accomplished, and we quite appreciate the trouble to which you have been put in the matter."

We will gladly put you in touch with any of the American concerns we have served or copies of the reports sent may be seen at our New York Office. **YOU SHALL JUDGE THE VALUE OF OUR WORK.** Correspondence invited

THE DORLAND AGENCY

(Principal: G. W. KETTLE)

LTD.

16 Regent St., London, S.W.1, Eng.

366 Fifth Ave., New York

TEA SHOPS, CAFES & RESTAURANTS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
*Lyons, J., & Co., Ltd.	London	205 (1)	Brit. Isles	Cranstons Tea Rooms	Glasgow	6	—
Express Dairy Co., Ltd.	London	105 (3)	London	J.P. Restaurants, Ltd.	London	56 (5)	—
A.B.C. Co., Ltd.	London	143	"	Ye Mecca, Ltd.	London	30 (A)	Brit. Isles
Sam Isaacs, Ltd.	London	30 (A)	London	§Cave, Austin & Co., Ltd.	"	30	South Coast
*†Spiers & Pond, Ltd.	London	105	South of Eng. Yorks	Cadena Cafés, Ltd.	Bristol	16 (A)	Brit. Isles
§Field, R., & Son, Ltd.	Hull	16	—	Kardomah Café's, Ltd.	Liverpool	12 (A)	Brit. Isles
†Slaters, Ltd.	London	43 (A)	—	Jones, R. E., Ltd.	Swansea	10 (A)	—
§Williamsons, Ltd.	London	58	—	Cabins, Ltd.	London	10 (A)	—
Collinson & Sons, Ltd.	Halifax	18	Yorks				

* Include several exceptionally large depots. The majority of these branches are in the London area.

† Include large general stores with branches and many railway station refreshment rooms.

§ 26 provision stores of large size, 17 restaurants.

§ See also Grocery List.

BOOKSHOPS, RAILWAY STATION BOOKSTALLS, ETC.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Eason & Son, Ltd.	Dublin	91	Ireland	*Wymans, Ltd.	London	—	Brit. Isles
Smith, W. H., & Son	London	985 (5)	Brit. Isles	†Willings, Ltd.	London	—	London District
Robt. Graham	Glasgow	35	Scotland	Menzies, Ltd.	Glasgow	110	Scotland

* Messrs. Wymans, Ltd., control the bookstalls on two or three English railways; number not specified.

† Control bookstalls on certain London district railways.

The majority of the branches listed above are railway station bookstalls, the principal of which sell well-advertised fountain pens, watches and small leather goods, travelling requisites, etc. Owing to their number their aggregate sales are large.

MOTOR-CARS, CYCLES AND ACCESSORIES.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Halford Cycle Co., Ltd.	Birmingham	120 (A)	Brit. Isles	Rossleigh, Ltd.	Edinburgh	10 (A)	—
New Hudson Cycle Co., Ltd.	Birmingham	30 (A)	Brit. Isles	Dragoon Cycle Co.	Coventry	5 (A)	—
Rudge-Whitworth, Ltd.	Coventry	32 (A)	Brit. Isles	Curry & Sons	Leicester	28 (A)	—
Campion Cycle Co., Ltd.	Nottingham	19	Midlands	Raleigh Cycle Co., Ltd.	Nottingham	25 (A)	—
Marston, H. J.	Hooton, Ches.	12 (A)	—	Regent Cycle Co.	Wolverhampton	10 (A)	—

We invite the co-operation of advertisement and advertising managers in bringing and keeping these lists up to date.

Bur. Sch.

The ADVERTISING WORLD

APRIL 1918

PRICE 1/-

BOOKINGS for 1919 (NEXT Year).

A NUMBER of prominent advertisers who have for years found advertising space in "PUNCH" a most profitable INVESTMENT, have insured themselves against possible loss of profits owing to any further restriction of space in "PUNCH" which would shut them out, by booking space already for issues in 1919 (NEXT Year) to the value of

OVER TEN THOUSAND POUNDS.

There is now no more advertising space available in "PUNCH" until after July 17th next. After that date and until the end of the year, very little. Advertisers who wish their announcements to appear in August and the Autumn issues are advised to make early application for such space as remains. Orders only accepted subject to Government restrictions.

ROY V. SOMERVILLE,
Advertisement Manager, "Punch"
10 Bouverie Street,
London
E.C. 4

"Punch" Office,
March 21, 1918.



Every day for several weeks past much advertising has been crowded out of the "Northern Daily Telegraph," amounting to many columns per week.

The "Telegraph" stands high in the appreciation of its readers—and, obviously, of many discriminating advertisers.

Short-period orders only are at present being booked for the limited space available.

Head Office
BLACKBURN

London Office
85 FLEET STREET

The Craft *of the* Photo Engraver

*Little things are "worth
while" too*

No block is too small or too ordinary not to deserve the best workmanship. Because the Craske works have an ever-widening reputation for "Better Blocks" and difficult jobs, it might be imagined that the smaller jobs are not "worth while sending to Craske's." Our answer is that we know one standard and one only, and that nothing is too small or too "ordinary" for that standard—the highest which skilled craftsmanship can achieve. Craske's blocks, however small, are up to standard—always.

Alfred Craske & Co

Makers of "Better Blocks"

**at 5 East Harding Street
FETTER LANE, E.C.4**

Phone
for

Mr Craske

Holborn 2529

and make an appointment for him to call. The more difficult the task the more anxious we are to master it. Nothing is too small to interest us if it interests you.

The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

APRIL, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: 'PHONE: 2269 HOLBORN
ADVERWARLD, HOLB. LONDON.

Cables :
ADVERWARLD, LONDON



BOOK AHEAD!

To secure spaces on the vans of
CARTER, PATERSON & CO.
and allied services it is necessary to book
ahead. Remember—

J. WEINER'S "Van-Ad" Poster Service
is a complete service. It includes designs
and sketches—printing the posters—main-
taining upkeep and renewals—and a monthly
statement with official carriers' certificates
giving the distinctive number of each van
carrying the poster and the depot from
which it operates.

Full particulars on application :

J. WEINER'S "VAN-AD" POSTER SERVICE

Sole Agent for the Advertising on Carter, Paterson & Co.'s (allied services) & other first-class Vans

**32 Shaftesbury Avenue,
London, W.1**

Telephone :
1128 Gerrard (3 lines).

Telegrams :
"Lithoprint, Piccy, London."



Mr. Higham

*can personally conduct the
Advertising Campaign for
THREE NEW CLIENTS.*

He desires a—

TEXTILE Account
SHAVING SOAP Account
CIGARETTE Account

IN seeking these new clients Mr. Higham wishes it to be understood that he will personally conduct the Campaign and prepare the announcements himself. All the drawings will be made by his own ART Staff on the premises. He will not undertake the Advertising unless he can enthuse over the Product and is convinced of its merit. No Commission arrangement will be entertained. There will be no charge for the initial Consultation and no obligation involved in it. A fee will be charged for any work done and all commissions received will be returned to the Client.

Mr. Higham invites the fullest investigation of his capacity and methods. A list of his present Clients will be supplied to prospective Clients and he is satisfied to rest his case on their opinion of his service. He does not undertake the Advertising of competing Firms and he depends solely on his ability alone to retain his Clients. Interviews by appointment.

CHARLES · F · HIGHAM, LTD.
The Leading Firm of Professional Advertisers,
50, LUDGATE HILL, LONDON, E.C. 4.

A Copy of 'SUCCESSFUL WAR-TIME ADVERTISING' sent to PRINCIPALS ONLY on request.



THE SITUATION OF THE SMALLER AGENTS



THE ever increasing shortage of advertisement space in the more important newspapers and other periodicals—which is almost bound to grow more and more acute during the coming months—has the effect of striking a new and heavy blow at the already sorely tried advertising agent.

It means in very many cases that for doing practically the same work as in the past he is now receiving only a small percentage of his former often none too generous remuneration.

The smaller agents, especially those who relied—with perfect safety in ordinary times—on two or three good accounts to pay their expenses and provide their profit, find themselves in a particularly difficult position.

To however small a compass their operations may be reduced they have to maintain a minimum office organisation. The fixed

charges on a small agent's business cannot be brought below an amount that must be considerable since the advertising agent is practically compelled to set up his establishment in a centre where office accommodation of any suitable kind can only be obtained at a heavy rental.

In these circumstances the only thing to be done, it seems to us, is for twos, or threes, or even larger groups, of such agents to make up their minds to share a single office and a single staff between them. Indeed, we do not see what other solution of the difficulty is open to them, unless they are in possession of large financial resources and are willing to "carry on" at a loss for an indefinite period.

By coming together in this manner the agents concerned will undoubtedly have to sacrifice the privacy of which they are quite understandably jealous, and to endanger the sanctity of some of those small secrets they guard as the greatest security of the bond between their clients and themselves. Two agents could not share a single office and staff without gaining some information concerning the intimacies of each other's business operations: and no one cares to place valuable knowledge, painfully acquired, at the free disposal of a possible rival.

We, however, think well enough of advertising men to believe that they would not act other than honourably if placed in such a situation as we have indicated. Moreover, we very much doubt whether most of these cherished secrets are either so secret or so valuable as their owners usually suppose them to be: but that is by the way.

In our opinion it is very desirable on all grounds that some such defensive combinations between the smaller agents should be formed. They cannot look for any substantial easement of the existing situation in the near future, and the sooner they "take cover" from the slings and arrows of that outrageous fortune now afflicting them the better it will be both for themselves and the business that many of them serve so well.

For it would not be at all for the good of advertising that small agents should be driven out of business. Most of them are highly qualified specialists in their own more or less restricted fields, and as a body they have been responsible for a large proportion of the campaigns by which the power of advertising has been most strikingly demonstrated.

Moreover, they are notable creators of new advertising, in that they usually build their businesses by "nursing" small accounts into big ones, and they also represent a constant influx of new ideas to which the progress of advertising is in a great measure attributable.

It will give us great pleasure to act as intermediaries in the first place between any agents who desire for the time being to join forces to the extent of sharing necessary office room, equipment and personnel.

Any queries addressed to us will, of course, be considered as confidential, and recommendations we may offer may be influenced by any consideration for interests other than those immediately concerned.

IS AN OPPORTUNITY BEING MISSED?



CORRESPONDENT', whose letter is published elsewhere in this issue, complains that very little advantage of the restriction of Press advertising space is being taken to eliminate advertisements of an undesirable character.

More has been done in this direction than he seems to suppose. Many advertisements that, if not actually fraudulent are yet deliberately deceptive, have disappeared from newspapers in which they used to be familiar features, and advertisers who depend upon sharp practice for their returns could tell how much more difficult it is to get the publicity they need to-day than it was in the old time.

It must be admitted, however, that somehow or other certain advertisers of a distinctly undesirable character do secure first-class advertisement space from which they most undoubtedly ought to be debarred.

For this there are reasons, not entirely creditable to those who sell the space, but easily understandable.

The advertiser of the less desirable description cannot rely upon any goodwill created by his trading. He creates badwill. Therefore he *must* advertise continuously in order to catch new victims. Old customers will most assuredly not come forward with repeat orders. Also his profits on his trading are amazingly high because the value of his goods is amazingly low.

Therefore he is under compulsion to carry on with his advertising, and is, if there is nothing else for it, able and willing to pay fancy prices.

It is mainly because the inducement of prices much in excess of scale rates, and the added attraction of "cash down," is too strong for some vendors of space to resist that the undesirable advertiser is still to be found in the columns of otherwise respectable newspapers.

We, of course, quite agree that there is now an excellent opportunity to get rid of him altogether and trust that no considerations of immediate advantage will prevent its being utilised to the full.

HAIL AND FAREWELL



WITH very profound regret we have to record the untimely death of Mr. George Edgar, with whom we were more particularly concerned in his capacity as the very able editor of the *Advertisers' Weekly*.

The long series of articles he wrote for that periodical together form an addition of permanent value to the literature of advertising. Few writers have approached the subject of modern commercial publicity with more breadth of view or so much of the spirit of sweet reasonableness. That he was able to regard advertising with a certain detachment was of immense benefit to his readers, most of whom were too closely interested in certain of its aspects and activities to be able to judge its larger problems impartially.

Mr. Edgar, indeed, probably wrote of advertising with so much understanding because he happened to be keenly interested in so many other departments of human activity. He was the author of innumerable writings on an almost infinite variety of subjects, and necessarily gained the catholic appreciation of values that alone can enable even the most clear-sighted of observers to view any one object in proper perspective.

His interest in advertising was genuine and enthusiastic, but he did not allow his enthusiasm to run away with his judgment. He did not always give comfortable words to the advertisers and advertising men whom he addressed, but he was generally able to tell them something it was good for them to know.

Both as George Edgar—or George Warrington—the writer, and as George Edgar the man he will be missed more than his host of readers and friends care to realise. The work that he was doing will continue, but the man who used to do it so well will leave a place that it will be difficult indeed to fill.

THE NATIONAL ADVERTISING SOCIETY



WITH much pleasure we call the earnest attention of ADVERTISING WORLD readers to the appeal of the chairman of the National Advertising Society for an increased membership.

The appeal is particularly made in connection with the State Section of the Benevolent Fund. The present membership of this section is 850 and it is a matter of urgency that it should be raised to 1,000. Otherwise the committee of the Society will not enjoy complete control over their funds. Societies with less than one thousand members are liable to be brigaded with the weaker units in order to help their finances.

It might be urged that the National Advertising Society would not suffer by being joined to another organisation, but this is not so because the figures show that the percentage rate of sickness among its members is much lower than the corresponding rate in many other societies, the members of which follow callings of a more risky character.

The State section is limited to those who do not earn more than £160 per annum, though any war bonus which they may receive is not included in this sum. Persons earning more than £160, and not being eligible for membership in this section, should enrol on the voluntary side.

Even with this limitation, however, there ought to be no difficulty in securing the 650 members immediately required, especially as women as well as men are eligible. The liability for women, it may be noted, is not as great as it used to be, the Government having made substantial grants to meet the extra calls women would normally make on a society to which they belong.

We very much hope that all those engaged in the advertising business who are eligible will come forward to complete a State Section membership roll one thousand strong. By so doing they will most emphatically serve their own interests and at the same time do something to add to the dignity and independence of one of the most representative of organisations in the world of advertising.

NATIONAL ADVERTISING



Some criticisms of the proposals outlined in the article in our March issue, suggesting an organised attempt at National advertising of a commercial character—and a general reply to them.

WHEN LAST month we ventured to put forward, though in very general terms, a scheme for organised propagandism on behalf of British trade in overseas markets we asked, hoped for, and expected criticism. It has been forthcoming in generous measure.

It will be remembered that our scheme suggested advertising by the Government in the interests of British trade as a whole, by trade organisations and local authorities in the service of particular industries and localities, and by individual traders on their own behalf: and that these three main divisions of advertising effort should as far as possible be so connected that each would be able to support and supplement the other.

In more spacious times we should have been delighted to print at length the curiously various comments upon our proposals which have come to hand. As it is we shall have to treat them as the groups into which they naturally divide themselves.

The views of one group of critics are expressed most succinctly by Lord Northcliffe, who says: "In this great crisis I cannot believe that the question of markets is of any importance whatever. Unless we concentrate our efforts on winning the war, we shall have no markets."

The weight of this argument is unquestionable: it has been oppressing us all of late more than most would care to admit.

LOOKING TO THE FUTURE.

It surely cannot mean, however, that because the present is full of threats we should not look towards some hope in the future: nor that because we are suffering from our unpreparedness for war we should refuse to prepare for peace. Certainly no energy that can be directed with effect to the increase of our military power should be diverted to any other purpose: but there is a great deal of energy not directly

adaptable to this all-dominating end, that can still be of national service in directions that the event may prove scarcely less important.

We shall not reap the fruits of victory even when the war is won unless we are ready for the commercial hostilities of peace. And we can prepare for them without subtraction from the power that can be usefully employed for military or sub-military purposes.

Having as we trust cleared ourselves of the smallest suspicion of any endeavour to divert war-energy into undesirable channels, we may consider the views expressed upon our proposals in themselves. They have won no little approval from influential quarters.

A TRADE POLICY.

The leading representative of one of the greatest of British industries declares that our article "embodies a policy that the country would be well advised to adopt." He adds: "I could not improve upon it, and, indeed, see nothing in the detail to criticise. You are quite right to start propaganda in favour of such a commonsense departure in our trade policies."

Of the adverse criticisms which have come to hand by far the larger number raise the objection that any interference with private trading by the Government is undesirable.

Says one: "We are, of course, all looking for the commercial millennium, but so far as my observation is of any value, I think the worst way to arrive at it is by relying upon Government help, intervention, or interference—I don't care which way you put it. The more trade that gets into the hands of the Government the worse for the manufacturer and trader. The more you encourage the trader to believe the Government is going to help him the more you undermine the initiative of the trader."

The foregoing may be taken as typical

of a large number of criticisms received and for that reason we quote it.

It would not be too much to say that the most fervently breathed prayer of our business men to-day seems to be "God save us from the Government!"

Now we submit that this attitude is not, on the whole, creditable to those who adopt it. It is surely an amazing thing that our business men cannot secure for themselves a Government which could be treated as a friend instead of as an enemy, for no section of the community is more responsible for the kind of Government we have to endure.

GOOD SERVANT OR BAD MASTER.

If it is true that a nation gets the Government it deserves, British business men need not be particularly proud that they are governed by powers inimical to them.

They could get a Government which would be a good servant, instead of the bad master it is apparently regarded as being, if they seriously attempted to do so.

Let it be admitted that the record of Government intervention in industrial and commercial concerns does not altogether inspire confidence—though it is really not so black as it is often painted. Even so, its faults are at bottom the faults of the industrial and mercantile bodies themselves; and it is for them to remedy—as they can remedy—the evils of which they so vehemently complain.

It cannot be too clearly understood that the Government, through the medium of a host of departments, commissions and committees is going to take such a hand in the industrial and commercial game in future as it has never dared to play before.

It does not want to do so, but circumstances dominate Governments as they dominate private individuals and organisations. What our manufacturers and traders have to do is to make sure that Government action shall be as beneficial in effect as undoubtedly it will be benevolent in intention. They can do so if they will: and no one else can do it for them.

Unless the Government and its executive departments must be regarded as

by the very nature of their constitutions absolutely incapable of rendering any service to the trade of the country—in which case they should be scrapped, for trade is the life of the country—they should be *made* to play a really helpful part.

Politicians out of touch with realities can only remain in control of affairs while they are permitted to retain such a position by an apathy and lack of public spirit among business men. Permanent officials can only maintain themselves in their entrenchments of departmental tradition and prejudice behind their wire entanglements of red tape because business men are too much engaged in striving for immediate profit resolutely to attack them.

We contend that it is for the National Executive to conduct national advertising, whether political or commercial, and that it is for the business men of the community to see that, at least, it does the latter effectively.

CO-OPERATIVE EFFORT.

It is rather curious that several of our correspondents who are most antagonistic to the idea of the Government being invited to play any part in our commercial advertising scheme are strongly in favour of co-operative effort by whole industries; for Government action is the inevitable result of co-operation carried to its natural extension.

Thus one of the least hopeful of any benefit being derived from Government action very emphatically insists that "the old idea of a single individual firm in any industry fighting for its own end in foreign markets must be abandoned." He goes on to say that, "If foreign trade can be secured it can only be done by the combined effort of the bulk, if not of all, of the firms in any industry."

There is, as it seems to us, no argument that would support the proposition of co-operative advertising on behalf of one industry or another that would not equally support that of national advertising conducted by the Government for the benefit of all.

Two or three of our correspondents suggest that some work on the general lines of our proposals is already being

undertaken by the Government, and that we may be unaware of the programmes and activities of the Department of Information, the new Department of Overseas Trade, etc.

We may assure them that we have read all the official publications, as well as the utterances of official personages, relating to this subject.

They do not indicate that any action such as we proposed is in contemplation, far less in progress.

PROPAGANDISM.

Political propaganda is being taken in hand vigorously, and no doubt it will have favourable reactions in the domain of commerce. Such reaction will, however, be entirely incidental to the main purpose of the campaign.

Commercial propaganda as such is not being carried on at all.

The very valuable work to which the Department of Overseas Trade (Development and Intelligence) is setting itself does not include, so far as the evidence shows, anything beyond the acquisition and dissemination of intelligence as to foreign markets and their possibilities. This is a vitally important matter, and it is more than satisfactory to observe that at last it seems to be receiving something like serious attention, but it is not advertising. It is necessary to obtain all possible information about a market before it can be cultivated to the best advantage; but information and cultivation are two very different things.

If anything is being done by the Government to create or extend a sale for British goods in overseas markets we have not as yet been permitted to know of it.

To this general reply to our critics we may add that it was and is no part of our proposal that private advertising enterprise should be in any way hampered. Our suggestion is that the free-lance advertising of individuals might well be strengthened by the more weighty advertising of industrial and trade groups, and that both might operate more effectively in such a favourable atmosphere as could only be created by national advertising possessing national, that is, Governmental, authority.

A great deal of most earnest study is being devoted in this country in these days to future improvements in the production and transportation of goods; and there cannot be too much of it.

The selling department is, as usual, being relatively neglected; although it stands in far greater need of improvement. Our production and transportation are already at a pitch of efficiency beyond all comparison higher than our salesmanship.

If Britain is to hold her place in the markets of the world in the days that are to come—not to suggest that it might be bettered—our methods of salesmanship must be made both more economical and more effective.

They can only be made so if the nation and the industries as well as individual traders play their part in opening new channels of trade and increasing the capacities of old ones.

This is the day of the big organisation, as every lesson of the war has gone to prove.

OUR COMMERCIAL OFFENSIVE.

We must have big trade organisations and the biggest organisation of all, the Government, playing a proper part in our commercial offensive when peace comes, or we shall be as impotent as a mob faced by soldiers.

Later we shall hope to fill in some of the outlines of our proposed scheme of national advertising. Meanwhile we shall be glad to receive any further suggestions and criticisms that our readers may care to offer.

* * *

We are unable to make our acknowledgments to all those who have already communicated with us on this subject, but we must express our particular thanks to Lord Northcliffe, Lord Leverhulme, Sir Herbert Morgan, Mr. Kenneth Lee (Tootal Broadhurst Lee Co., Ltd.), Mr. W. S. Barclay (Federation of British Industries), Mr. W. H. Webb ("Old Bleach" Linen Co.), Mr. Estlin Grundy (South American Press, Ltd.), Mr. G. W. Kettle (Dorland Agency), Mr. W. E. Thomas (Thomas Warden & Co.), and others who have spared some portion of much-occupied time to help us with criticism and advice.

VARIOUS AND SUNDRY



"The world is so full of a number of things."—Robert Louis Stevenson.

"Ways that are Dark."

There was matter for careful consideration in a paper on "German v. American Manufacturers," which was read by Mr. Herbert H. Dow, before the Cleveland Engineering Society, for it threw light on the keenness and thoroughness of the German manufacturer and on his quiet persistence. We know something of that in this country. But the point that more immediately concerns my readers was the remark of Mr. Dow that "in the



MR. GEORGE SPARKES

matter of advertising the German has beat us a mile." Now remember, please, that the speaker was an American, and it will be appreciated that his observation was very significant.

If my readers were asked, "Who are the greatest advertisers in the world?" I am sure nine out of ten of them at least would reply: "The Americans." And yet an American gives the palm to a German! If the assertion be true I think perhaps the answer may be best expressed in the words of a writer in *Electrical Industries*, who said: "The explanation is, we believe, that the American goes about advertising the fact that he advertises, while the German advertises in the silent, underground fashion which brings the orders without attracting too much attention

to the source of the article. After the war the German will have more reason than ever to conceal the German element in his goods."

It is this German plan of worming his way into a market by underground methods which gave him before the war such profound influence in the commerce of England and America. We loathe his methods, but they must be reckoned with.



Mr. George Sparkes.

I congratulate the Advertisement Managers' Association on the choice they have made in Mr. George Sparkes of a president for the ensuing year, and also I congratulate Mr. Sparkes on the honour which his colleagues have paid him. The good work which he has done for *The Graphic* proves his fitness for the post, and he will be a worthy champion of his calling in defending its interests against any assailants. Many good men have filled the office to which Mr. Sparkes has been appointed, but he can take his place among the best of them.



"English as She is Spoke."

A delightful illustration of an Indian gentleman's misconception of the functions of an advertising agent comes to me through a member of our calling in this country. The writer of the letter quoted had seen the advertisement of the recipient, and therefore wrote him as follows:

"Your name and address appeared to me that you are the best dealers in Buick cars which are now use in England. Owing to the War everything is dear that even shoes and boots are the dearers in all so I think to save buying shoes I must get a Buick Car for Sporting to Office.

"I shall therefore be enough pleased if you will be kind trace this my letter as an important thing and send to my address a full list of the said Cars as early as possible and also send me a list of the best sounded horn you have."



A POSTER THAT DID GOOD BUSINESS

Footwear must, indeed, be expensive in India if it is cheaper to buy a car than to purchase boots for "sporting to office."



A Poster that Sold the Goods.

I reproduce a praiseworthy design for a poster which has been the means of bringing a great deal of business in the United States for a British commodity. The original was a twenty-four sheet poster, and it created a most favourable impression when first employed a year ago, so that it was decided to repeat its use in this year's campaign for the same goods. The distributing firm is that of Messrs. W. G. Patrick & Co., Toronto, and they report a wonderful increase in business

from the use of intelligent and extensive poster advertising. Never perhaps more than now were the people of the States disposed to buy British produce. The trouble is that it is so difficult to make the goods and send them to the market. But our manufacturers can advertise for the maintenance of goodwill, and that will be invaluable to them after the war.



The National War Memorial.

The committee, presided over by the Earl of Crawford, to consider the selection of a site for the National War Memorial have, I understand, recommended that it shall be erected on the south side of the Thames near the County Hall, and shall take the form



AN IMPRESSIVE POSTER DESIGN

of an Imperial War Museum. The approximate cost of the building, exclusive of the site, is estimated at £600,000, but the committee, says *The Times*, feel that for a great permanent memorial of the war which would attract our kinsmen from overseas and our Allies the question of cost should not be too closely considered. The one essential, they believe, is to ensure

of the architecture of another nation, even so superb as that of France.



A Wholehearted "Crib."

There are times when something that has every appearance of being a most unblushing crib can quite honestly be accounted for as only one more proof of the mighty sweep of the long arm of coincidence. The one chance in a million has a habit of coming off to the confusion of the unwary. All the same I feel fairly safe in labelling the illustration in the "State Express" advertisement, reproduced from *The Sydney Bulletin*, which appears on this page, an undeniable example of the most barefaced pictorial piracy. The very distinguished original which has received the attention of the copyist is reproduced beside the "cribbed" illustration so that ADVERTISING WORLD readers may judge for themselves. It is instructive to note that even in so faithful an imitation as is here in question the copy just loses the crisp and clean drawing so remarkable in its original.




Printing Charges in Germany.

The great increase in the cost of printing which has lately been enforced by our master printers, following on other big advances, gives particular interest to the question of the charges made by the German printers. Users of printing in England will see that they are not the only sufferers, for the German Master Printers' Association have agreed upon the following increase in prices:—80 per cent. on commercial work and on journals and periodicals now appearing; 90 per cent. on newly started journals and periodicals; 100 per cent. on catalogues; 120 per cent. on municipal work; 140 per cent. on de luxe printing; and 250 per cent. on stereotype and electrotype.

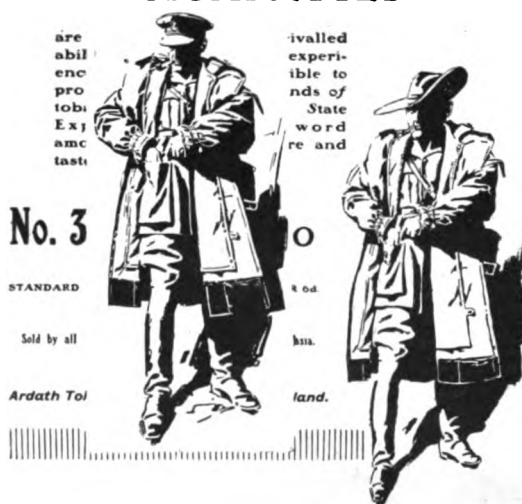


Sound Salesmanship.

The advertisement of the "Sherwin-Williams Products," reproduced on

 THE absolutely unique qualities of State Express Cigarettes, which make them the favorite amongst discriminating men everywhere, are the result of the extraordinary care that is taken in their manufacture.

STATE EXPRESS CIGARETTES



AN AUSTRALIAN PIRATE'S WORK

that the building shall be worthy of those whose sacrifices it is intended to commemorate.

Poor as we shall all be after the war, I feel this will be a general desire, and I trust our architects in designing it may be inspired with something of that lofty genius for work of this character which animates the French designers when engaged on monumental works of a memorial nature. But that does not mean we want the nation's monument to its glorious dead to be a copy

this page, is a good example of imaginative common sense applied to advertising. It presents the advertisers' proposition in so simple and vivid a fashion that it could hardly escape notice, but entirely without doing any violence either to the reader's eye or mind. Though a strictly businesslike performance great care has been taken—with entire success—to give it an attractive appearance. It is in a great many respects a useful model of its kind.

Distinctive Illustration.

The illustration forming the major portion of the "Commer Car" advertisement reproduced has a very pleasing character of its own. It certainly enables the advertisers to obtain the maximum amount of "general publicity" that their space can give them



COMMER
For Goods
& Passengers
CARS



We invite correspondence from
present and potential users.

Commercial Cars Ltd., Luton, England.

OUTSTANDING

A Finish for Every Surface

Made to best meet the wear that each surface gets



SHERWIN-WILLIAMS

PRODUCTS

EASILY IN THE AI CLASS

by its unlikeness to any other pictorial work to be found in current advertising. One may assume that "general publicity" will sufficiently serve the purpose of Commercial Cars, Ltd., as things are at present. They will have to embark on a lively "reason-why" campaign later on.

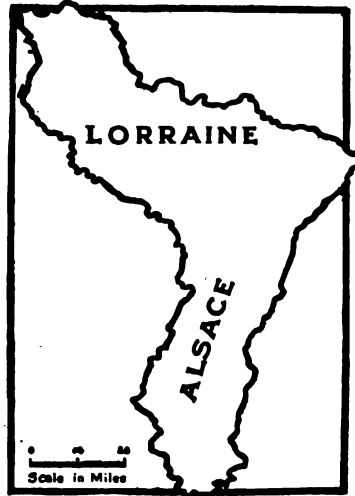
The Paper Follows the Flag.

Alert merchants and manufacturers are always on the look-out for new markets, so they have probably already directed their attention to Mesopotamia as a field for enterprise when opportunity offers. But it may be news to them that there exists in that country a British medium through which they can advertise their wares. This is *The Baghdad Times*, a daily paper started at the New Year. As an advertising medium it has the advantage of being printed in Arabic as well as in English, and so the manufacturer can tell the natives about his goods in their own tongue. This is a very

strong point for the paper in making appeal to advertisers, and already *The Baghdad Times* is carrying a fair show of their announcements. More advertisements are, however, wanted from British firms.

Excellent Pointed Comparison.

A diagram-map of a quite exceptionally happy character was that in which it was shown that the "Bovril" Argentine estates cover an area more than two and a-half times as great as that of Alsace and Lorraine. There are, in any case, few better means of fixing an idea in the public mind than a diagrammatic comparison, which makes its point at a glance: and when the key of the comparison is a topical interest of such vital importance as in this instance its value is, of course, enormously increased.



The area of the Bovril Argentine estates (shown by the rectangle) is more than 2½ that of Alsace and Lorraine.

A DIAGRAM-MAP THAT IS BOUND TO MAKE THE DESIRED IMPRESSION

In Defence of Advertising.

A writer in *The Drapers' Record* takes up the defence of advertising against those who urge that it should be abolished on the ground that it entails labour and expense which could be more profitably employed for war purposes. He points out that the largest percentage of advertisements is for proprietary articles and specialties, and if the advertisements were withdrawn there would be a great diminution of sales and thousands of people would be thrown out of work.

The writer adds:

"Every industry which is wholly or partially curtailed means a loss of revenue to the State. The people who are advocating non-advertising seem to forget that money is urgently needed to replenish our greedy war-chest. If every avenue of industry is closed or curtailed, where is the money to come from for the present

expenditure and to pay interest on the colossal National Debt? The firms which are steadily advertising and maintaining their trade and connections are not only assisting to win the war but in the future they will constitute a boon to the nation in the way of taxes and providing employment. Surely an end should be made to the absurd craze of doing away with every industry which, albeit they may not be closely connected with the war, nevertheless supply a large amount of the funds necessary for its prosecution."

Colossal Impudence.

An advertisement which lately appeared in the *Chemiker Zeitung* is significant, for it shows that already the Germans are counting on resuming business after the war in the countries which they have sought to ruin. The advertisement was inserted by a commercial traveller "knowing France and Belgium thoroughly" who desired to "get into touch with first-class German firms wishing to find agents or to open branches in the above-named

countries, and already preparing to take up old relations or to open up new ones."

The idea of a German firm proposing to send commercial travellers to France and Belgium shows the colossal impudence of the Huns, but I must admit it is characteristic. I think, however, the French and Belgians will have something to say on that point. One wonders that any German could have the cheek to show his face in Belgium or Northern France after the abominations the Huns have committed there. If they do I sincerely hope they will receive the Order of the Boot bestowed with the utmost possible vigour.

Posts and Posters.

I am indebted to *The Daily Chronicle* for a derivation of the word "poster." A writer in that excellent paper tells

us that a poster was so called from the fact that posts, "formerly essential to mark the footpath and protect the pedestrian from wheeled traffic, were so much used for exhibiting advertisements that the post gave its name

to the notice, and poster became a synonym for placards, although affixed to walls, doors or gates." Is this the generally accepted derivation of the word? Perhaps some of my readers can inform me.

THOTH.

THE LATE GEORGE EDGAR AND THE CREATIVE SIDE OF ADVERTISING

By CHARLES BAKER, Editor of "The Newspaper World."

I AM glad to be asked by THE ADVERTISING WORLD to write a few words about the late George Edgar as I knew him. That knowledge extended over eighteen years and it was always intimate. I do not mean that we were constantly meeting each other. There were years during which I did not see him; but even then he was constantly revealing himself to me in his numberless printed utterances, and from time to time we wrote to each other, and continued to do so unto the last.

He was what is somewhat of a rare combination in the art of the publicist. He was as good a journalist as advertising man, and as good in advertising technique as in the use and mastery of literary phrasing. His evenly-balanced journalistic and business instinct gave him a further great advantage. It enabled him to hold a fair and impartial balance as between the advertiser and the publisher. He never would have it that these two interests are in their essence other than co-operative, and he ceaselessly appealed for a better and more generous understanding between the two.

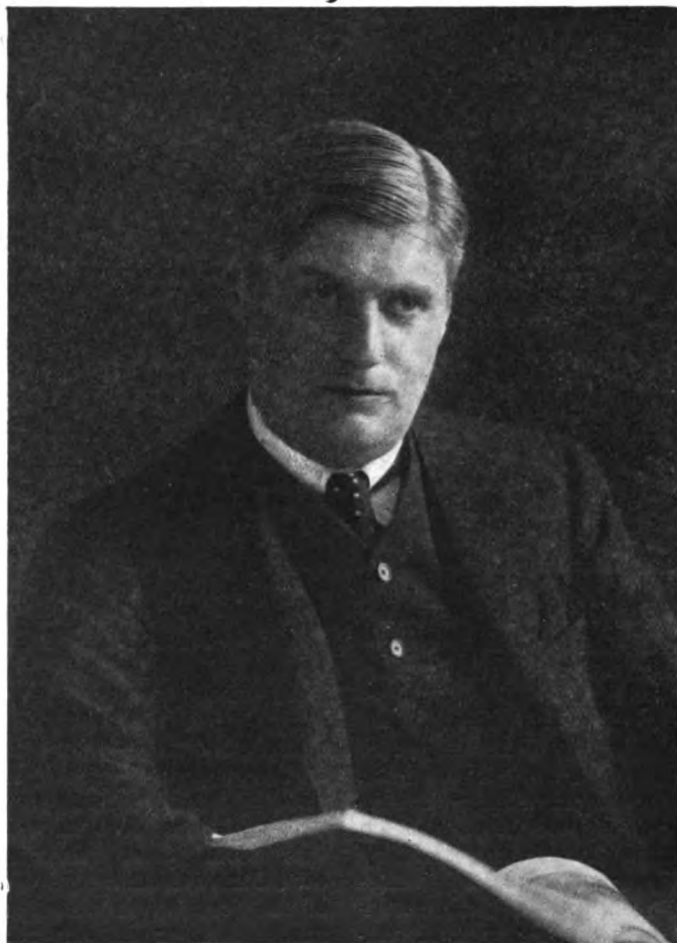
He knew there were obliquities on both sides—that there were advertisers who were unreasonable in their requirements and that there were publishers who were unfair in their representations. The soul of honour himself, he had no sympathy with anything tortuous or roundabout, from whatever quarter it proceeded, and he hoped to see the day when both publisher and advertiser would view their mutual relationship rather in the light of a frank and open partnership than of a jealously preserved antagonism.

He came to London in 1900 at my invitation when a reporter on *The Dewsbury District News*. He was then a young man of 23, and during the months that he was in my office he served me well and I conceived a great admiration for his ability as a journalist, a strong liking for his manly and robust qualities, and a firm belief in his power to command success in a much wider sphere.

Previously to his residence in Dewsbury (where he met the lady—Miss Jeannie Howard—who became his wife and very true helpmeet) he had practised journalism in, amongst other places, Warrington, in which place he was born. This, conjoined with his own Christian name, gave him the idea of the pseudonym which he afterwards made familiar in advertising circles. Being, moreover, a Thackeray worshipper, the fact that the barrister-journalist friend of Arthur Pendennis was George Warrington also appealed to his always romantic fancy.

I have already referred to Edgar as a master of phrases, and it was while he was in my office eighteen years ago that he first put up, over a regular feature written by him for me, the heading "Things That Matter." I do not think that, either in the headings or text of any publication, this phrase, now so commonly used by all classes of writers, could anywhere be found prior to the year 1900. It is a very expressive phrase and is typical of the terse, nervous style in which George Edgar invariably wrote.

In the heading to this short article I have spoken of Edgar's relation to what I have termed "the creative



THE LATE MR. GEORGE EDGAR

side of advertising." After he left me he passed to Mr. Fredk. E. Potter's advertising agency at a handsome salary, and there, and subsequently at other agencies, he experienced what was to him the keen pleasure of quickening into life the normally dry bones of business announcements. With his journalistic skill and strong initiative faculty as prime assets he did excellent work amongst the agencies for several years, and in 1909 became editor of *Modern Business*, subsequently merged into *System*. By dint of natural ability, hard work, and remarkable adaptableness he made money, and also made, and easily retained, many friends.

Said Mr. Potter to me on the morning when Edgar's death was made known

in *The Times*: "There is one of my staff who studied under him to whom this will come as a blow. He simply loved him." There were many who did that, for, in his eminently masculine frame, he preserved a heart tender and emotional in all sound directions as that of any woman.

His share in recent years in the founding and editorship of *The Advertiser's Weekly* and his many and varied activities in magazine writing and fictional literature are alike well known; and that death should have cut prematurely short a most promising career and an existence that was so full of the joy of honest life and strife must be to those who knew him intimately a matter for abiding regret.

ADVERTISING EQUIPMENT FOR THE IDEAL OFFICE

The "Why" and "How" of one of the most interesting British advertising campaigns of wartime.

AS AN ancient sage has observed, "we are more commonly driven into profitable adventure by the whip of adversity than drawn to it by the beckoning finger of opportunity."

Without casting any reflection upon the spirit of enterprise which for many years before the war informed the business operations of Messrs. Kenrick and Jefferson, it may be said that in their recent Press advertising they have provided a new and notable illustration of this eternal truth.

Except for a mild "flutter" on special occasions they had not in pre-war days indulged in Press advertising. They spent on publicity much more than they are spending now, but it was in other directions. They were of opinion that a direct appeal to a select circle of possible customers through the medium of the post must, for them, pay better.

Their most important means of securing an introduction to those with whom they desired to come into contact was a house organ of a lively and informative character, which was supplemented by circulars and follow-up letters as occasion required.

They were the more firmly convinced of the superior efficacy of this method—from which they undoubtedly obtained very good results—in that their proposition is not one that can adequately

be explained in a phrase or a paragraph, but requires for its proper presentation a detailed and somewhat lengthy argument.

Messrs. Kenrick & Jefferson sell goods, but they offer service. What they have to persuade the prospective customer to accept is a scheme of office efficiency. The goods they supply simply represent the material machinery necessary for the attainment of a very practical ideal.

It is not at all astonishing they should have imagined that Press advertisements would not allow them, in war-time phraseology sufficient ground for the deployment of their argumentative forces.

With the country in a state of war, however, there were brought into play influences very powerfully inimical to postal advertising, and about two years ago Messrs. Kenrick &

Jefferson found themselves faced with the alternatives of entering the ranks of Press advertisers or ceasing to be advertisers at all.

They were not at all prepared to adopt the latter. Most active and energetic of pioneers in their own field they were the last people likely to favour a "wait and see" policy when one of "do and dare" was open to them.

Nor were their reasons for pursuing

LEADERSHIP IN BUSINESS

HISTORY is repeating itself

If history were to say: "What glorious days were the days of our grandfather?"

Today is the day of the Opportunity.

Every Business Man should be aiming for Leadership, because every man in business to-day has the same chance of Leadership as his grandfather had.

None and none are within the grasp of all efficient business men.

THE OFFICE OF INDUSTRY

is a new and more efficient method of

conducting business, which every

business man should have adopted.

It is the only method of

conducting business which is

based upon the principle of

efficiency, and efficiency is the

only basis of success.

A. J. J. is the Director of efficiency for

the best of all modern business methods.

has given them the Leadership in their own

business, and they are now the

most successful business men in the

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K & J OFFER THEIR INVESTIGATION SERVICE and their business efficiency systems, office-plant and Commercial Equipment in the Business Area of Britain

Any ambitious Business Man can obtain conviction by himself any time, any day, at any K & J Showroom



LONDON 22 St. Andrew Street (Holloway Circle) EC4

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an aggressive rather than defensive policy wholly commercial.

Mr. Fred Jefferson, the moving spirit of the "K. and J." organisation, is not merely a business man in search of material profit. He is an idealist and an enthusiast, and to him the work in which he is engaged possesses all the stimulating characteristics of a crusade. It is his inspiring belief that in gaining converts to his convictions in regard to office efficiency he is performing a national and social service, that he is doing something towards that better order that we all hope will emerge from the chaos of these war-stricken years.

Most of our readers will, we think, agree that efficiency in the general organisation and detailed operations of the office has not made anything like the strides that it has in "the works."

This is natural enough. Youth has usually much more play in the factory than in the office. The wastage caused by inefficient methods and machines is far more plainly apparent in the former

Mr. Fred Jefferson's aim is to do for the office what already has to a great extent been done for "the works": to convince those concerned that it should be organised upon a more scientific plan, and to provide the machine tools,

The Pen with that Wonderful Nib

Thought out like a K & J Filing System

IT is the Nib that a man writes with—it is the sensitive touch to the paper, that he comes in time to understand and appreciate. It is the Nib that finally responds by action to thought. Therefore the Nib is the big feature of the

Multigraph

The Pen with that wonderful Nib

"By placing this fountain pen before the public, K & J invited and made experimenters for the perfecting of a special nib for all business writing. The result is the MULTIGRAPH Nib which differs from all others; no high convex and jagged pen nibs, but a new device of touch."

THE MULTIGRAPH is the great business pen for all varied requirements and office history. For the sake of its efficiency, use the wonderful Nib.

Carbon Copy

The MULTIGRAPH can make you do a lot more and more of them, getting more and more done in less time. For the reason, use the wonderful Nib.

Price 10/6

KENRICK & JEFFERSON Ltd
MULTIGRAPH HOUSE
20 TEMPLE STREET BIRMINGHAM
(a short from New Street)

BRISTOL LONDON
 BIRMINGHAM MANCHESTER
 GLoucester Leicester

Head Office and Works—Multigraph Works, WEST BROMWICH

"I am 'MULTI' that wonderful Nib"

When I am used efficiently and correctly, for I only work with that carbon copy. Make me your "successful" ally, and I will help you to do more through added efficiency.

Write Nib with the Multigraph Pen.




PRELIMINARY

than in the latter, and for many years a much greater effort has been made towards efficiency in the actual production of commodities than in any other department of industrial and commercial activity.

LEADERSHIP IN BUSINESS

is a natural outcome of a good System of Control

To make progress—to ensure Leadership—principals and executives should provide themselves with efficient methods of controlling work in hand. In every case simplicity must rule; simple methods of recording information—simple methods of dealing with papers.



The Super Desk

Mark can be done in the attainment of Leadership by the right equipment. THE SUPER DESK is a model of the best of business equipment that K & J have devised for the simplification of important work. It is being used by many business men throughout the world as a device for the simplification of complex business matters. It provides a systematic method of recording information for rapid filing of important papers and gives instant reference to them. It is designed with Card Index for recording and classification of information. It is also used for the classification of all business papers, such as letters, memoranda, etc. The Super Desk may be fitted up with an efficient filing system. It is a system which is fully justified by the experience of K & J.

Call at the nearest K & J Show Room or to the Super Desk and other Business Equipment.

Kenrick & Jefferson

LONDON
 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200

ILLUSTRATING THE GENERAL ARGUMENT

so to say, which will permit such an organisation to be made effective.

It is particularly characteristic of his attitude towards the problems with which he has set himself to grapple that he never for a moment loses sight of their human factors. Beneath nearly all his proposals, and governing the design of almost every article of office equipment that he has devised, lies a recognition that the members of every office staff consist of human individuals. His idea is not at all to create an insensate office machine in which the human element is crushed into a predetermined shape, but contrariwise, to give the breath of life to a living organism within which all vital individualisms shall have full play.

Without an understanding of the articles of faith upon which it is based, it would hardly be possible to give an intelligent account of Messrs. Kenrick & Jefferson's Press advertising. We,

SPACE AVAILABLE IN

THE PASSING SHOW

ALL "*run-of-paper*" space is filled to the end of the year and beyond, and only a small amount of space *facing matter*, at **£45** per page and pro rata, is available after June. This intimation is given in the hope that, by placing their instructions now, advertisers who desire space may avoid disappointment in the future.

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2

Telephone No.: Gerrard 9870 (seven lines).

The Lure of "COLOUR"

THE Beautiful Colour Reproductions of modern art in "Colour" form an irresistible lure to its ever-growing public.

IF your wares appeal to people of taste with money to spend, they will appeal to readers of "Colour."

ITS pages are probably read and viewed by a greater number of readers per copy than any other magazine in the world and each copy is kept and treasured. Hence the wide and permanent value of its advertisement pages, which lend themselves in the highest degree to artistic display.

MONTHLY
15,000

*RATES for Colour or Ordinary Advs.
on application to the Advt. Department*

DORLAND AGENCY Ltd

(Principal: G. W. KETTLE)

16 Regent Street, S.W.1

366, Fifth Avenue, New York

way of illustrating its efficiency argument than with any obvious intention of stimulating a demand for the article itself.

"Both the written copy and illustration will upon examination be found to be treated very carefully with this end in view. Whatever else it is, the advertisement has very successfully removed from the class to which the mere office furnisher belongs.

"It will be noted that in this announcement, as in others of the series, prominence is given to an invitation to 'call at the nearest "K. & J." showroom.'

"One of these showrooms is established in each of a dozen centres in the British Isles, and it is consequently a simple matter for the interested inquirer to accept the invitation extended to him.

"In the advertisers' war-time scheme these showrooms are being made to do the work that before was done by the house-organ and the catalogue.

'K. & J.' theory and practice, competent to advise upon their application to the requirements of any individual or organisation.

"Provided that the 'pulling' power of the advertisements is sufficient to bring enquirers to the showrooms — and experience has proved that it is able to do so — there are clear advantages in this method over even the best kind of argument and explanation through the post.

"It has, indeed, proved so capable, in conjunction with Press advertising, of taking over much of the work that in the old days was done by mail that, whatever happens, the showroom section of the 'K. & J.' advertising scheme is likely to be considerably extended in future.

"The admirably illustrated advertisement, to which our reproduction does much less than justice, dealing with 'Comfort in the Office,' is concerned with what may be termed a side issue in the 'K. & J.' creed—but it is one held by Mr. Fred Jefferson to be a great deal more important than is generally understood.

"He believes very strongly that comfort, translated into the most generous terms of pleasant surroundings, plays, over and above mere convenience, a great part in enabling business folk to work at a maximum height of efficiency.

"How far he would carry this contention I do not quite know, but I am sure it would be carried to a very considerable length, more particularly when brain workers were concerned.

"Continuing our endeavour to make

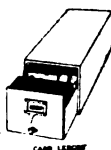
Turn to K & J

The Great House for Efficiency in Business Methods

The value of K & J lies in the proved efficiency of their ideas and the ability to adapt K & J methods to your particular business. Here is an example of a K & J contribution to business science.

Form required to Renewal of War Time Office Efficiency Turn to K & J

THE CARD LEDGER is based on the Unit System Planning and reference to the Ledger is done with a simple direction that saves time. Time spent in reading one account can be in the next at a rush, two or more clerks can be employed simultaneously, each taking a Section. Besides time saving, there are other features to recommend it.



Is a good Turn to K & J Card at the moment. Clear Plans expert advice and information.

Can Ledger Early Fall in a Year

Kenrick-Jefferson

BOTH GENERAL AND PARTICULAR

Organising for Efficiency means going to K & J

TWO outstanding facts support this statement

First—K & J are devoted professionally to the special study of practical organisation work and the machinery for giving it effect. Secondly—K & J methods and office equipment have been installed with conspicuous success by a very large number of the leading merchant and industrial firms in this country and throughout the Empire.

The value of K & J to you lies in the proved efficiency of K & J ideas and the ability to adapt K & J organisation methods to your business. We put it as strongly as this, that we can afford to reorganise without the aid of K & J at our point or another—whether it be Renewal Leaf Ledger, Filing, Card Indexing, Office Equipment, Inter-Departmental Routine or other branch of work—because everything depends on getting the right system.

One of the K & J clients says—

"One of our principle spare men months... searching for some new idea, and especially for some system that would keep us in clear touch with every useful detail of our large and difficult business, but could find nothing really efficient in the system, devised and previously installed for us by you."

Form required to Renewal of War Time Office Efficiency Turn to K & J

"Turn to K & J."

At all these addresses there are fully equipped showrooms where up-to-date K & J methods are demonstrated

Kenrick-Jefferson

LONDON: 25 St Andrew Street, Holborn Circle, E.C. 4

EMPHASISING THE SERVICE

They are to be regarded, in fact, as demonstration exhibitions and as materialised catalogues, and not as shops.

"Each is in charge of a specially trained expositor and demonstrator of

The Facts you have to Face—

**No Form-Letters!
No Circulars!
Fewer Catalogues!
Reduced Press Space!**

Every advertiser knows that the moment he shuts off his Publicity the wheels of his sales-making machinery slacken. . . . If you are an Advertiser on a big scale you are to-day faced with the vital problem of Efficient Publicity with curtailed media.

The L.C.C. Trams

can now offer a few enterprising advertisers important positions on the L.C.C. Electric Cars. A car-side provides the largest moving sign—a sign that travels through London's busiest highways and shopping centres. Write for particulars of remaining spaces now available—but write *now*.

W·H·SMITH & SON

(Viscount Hambleden, A. D. Acland, C. H. St. J. Hornby, C. S. Awdry, A. D. Power)

TRAMWAYS ADVERTISING DEPARTMENT

**55 FETTER LANE
LONDON, E.C.4**



it perfectly clear that we are prepared to furnish both the scheme and the equipment for office efficiency to our clients and customers—they must have the two titles, since we are, in effect, professional advisers as well as traders—we issued the announcements of which the lower illustration on page 210 is a specimen.

“It puts forward a general proposition, but also gives it definite point by emphasising the usefulness of one particular item in the very varied list of material we can supply.

“Our latest displays have included statements of our offer in general terms, and, as in the case of the smaller advertisement reproduced on page 212, an illustrated example of some special piece of office equipment that will give immediate proof that we are prepared to ‘deliver the goods’ as well as to talk about them.

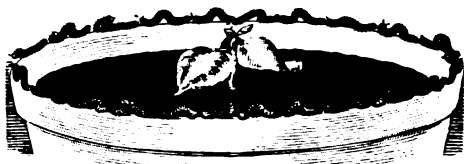
“For reasons that do not need to be enlarged upon, we have used only a small number of publications in our Press campaign. Our appeal is plainly to the chiefs of industrial and commercial organisations, not to the rank and file.

“*Punch* we have used consistently, with *The Illustrated London News*, *The Graphic*, *The Bystander*, and *The Sketch*. Lately we have also been taking space in the following important provincial dailies: *Birmingham Daily Post*, *Liverpool Daily Post*, *Glasgow Herald*, *Western Mail*, *Belfast News Letter*, *Yorkshire Post*, *Newcastle Chronicle*, *Newcastle Daily Journal*, and also in the following trade papers: *System*, *Efficiency Magazine*, *The Accountant*, *The Organiser*, *Flight*, *Cassier's Magazine*, *Coal and Iron Trades Journal*, *Engineering*, *The Municipal Journal*, etc.

“Our choice of media and the nature of our copy would both appear to have been well-judged. A ready test of their value is available in the record of the number of enquiries at our show-rooms, and these have more than fulfilled our anticipations.

“Being in our own department the premier exponents of the new efficiency that everyone admits will be not only desirable but vitally necessary in the strenuous days that are to come, we naturally look forward to a great

Instinct or Reason?



To show the pertinacity of *Instinct*, Fabre tells how a file of caterpillars marched round the rim of a big vase for seven weary days. Not one had sufficient *Reasoning* to leave the beaten track of his predecessor, to go straight for the food lying only a few inches away.



HOW TO REDUCE
SELLING COSTS

by

PAUL E. DERRICK

Which Guides Your Business ?

—the caterpillar *Instinct* that takes you ever along the path others tread—or the bold initiative *Reasoning* that overcomes trade obstacles and builds a direct open road to the object in view.

The work of the Derrick Agency is noteworthy for its breadth and solidity. Time and again "those who should know" have predicted failure for the Derrick breakaway from trodden paths—only to be confounded by Results that are seen in some of the greatest and most permanent advertising successes.

The Derrick Do-it-Better Service reflects the *Reasoning* of its Chief from a lifetime's experience in the two greatest Advertising Spheres—Britain and America. Full particulars are yours for the asking, or you can get some insight into our successful methods by reading Mr. Derrick's book (see below.)

PAUL E. DERRICK ADVERTISING
AGENCY, LTD.,
34 Norfolk Street, Strand,
W.C.2

is pronounced by the foremost Advertising Firms in this Country and America as the most closely reasoned treatise on Selling and Advertising yet produced. Cloth 6/- net (6/6 post paid) from your Bookseller, or from GEORGE NEWNES, Ltd., London, Publishers



expansion of our business as soon as the Allies shall have freed the world from the menace of Teutonic militarism.

"We regard ourselves as having a great work to do for British industry and trade, and are quite ready to go ahead with it with the full force of our at present much restrained enthusiasm and energy at the earliest possible moment."

Undesirable Advertising.

Editor, THE ADVERTISING WORLD.

SIR,—Although, some years ago, there was a great deal of talk about the restriction of undesirable advertising, the present state of quite a number of periodicals does not point to any great improvement in this respect. One still sees astrologers, fortune-tellers, impossibly universal panaceas and impracticable "systems" freely given advertising space at a time when every inch of paper is of value to the legitimate business man.

Surely the war has not pressed so hardly upon us that the advertising community cannot extend their patriotism to stamping out these parasites; though, for the matter of that, there is another inducement (shall we say almost as powerful as patriotism?)—self-protection! A single fraudulent or "catch-penny" advertiser in a journal carrying many pages of advertising will literally infect a percentage of readers with a certain distrust most damaging to the merchant or manufacturer who has an honest article to sell.

We all know that a number of advertisement managers guarantee the honesty of insertions in the journals over which they preside, or at least carry out a certain perfunctory censorship, but cannot some form of compulsion of a trade union character be brought to bear upon all spacemongers that their columns, in times like these, shall be free of economic treachery?

I put this suggestion forward as distinctly a question of war emergency in the hope that someone will discover a workable method before any Government job-seeker comes along and creates a new "Department."

Yours faithfully,

F. DUBREZ FAWCETT.

LYDIATT'S WHAT'S WHAT IN CANADIAN ADVERTISING

THE 1918 edition of that invaluable little work, *Lydiatt's Book—What's What in Canadian Advertising*, has now been received on this side of the Atlantic and fully maintains its reputation as a book which should be in the hands of every advertising man and every commercial man who does business with the Dominion. Never was the need and value of up-to-date information about the Canadian market and the media through which to reach it greater than now. Changes in advertising rates have occurred with many of the more important media during the past year, and compared with the rates quoted in the 1917 edition it will be seen that this year's rates show an average increased cost per thousand circulation of approximately 14 per cent. based on the rates of the 48 publications having 25,000, or more, circulation. The cost of daily newspaper advertising per thousand circulation has advanced 11 per cent. Rates for other forms of advertising have also increased.

The circulation information in the book will also be found to be unusually complete, and for the first time, we believe, in any book

comparative statistics are given showing the latest available circulation figures as compared with those of a year ago. Net paid average circulation is also distinguished from gross average, and in the case of most daily newspapers the figures are separated to show volume of circulation in the towns and in the country. The data regarding agency accounts shows that the number of American advertisers employing Canadian agencies continues to grow.

It will be noted that *Lydiatt's Book* is not an "agency directory" or mere catalogue or list of newspapers, etc. It is absolutely independent of any agency or publisher and is compiled solely in the interests of advertising buyers. It lists only those publications of importance to the general advertiser and gives complete and unbiased information.

Such a wealth of information to advertisers cannot be found elsewhere in so compact and conveniently arranged form, and if it does not contain the particulars some advertiser desires he should write direct for it to Mr. Lydiatt.

Do Children Count?

SOME OF the hoardings lately have had their interest enhanced by the publication thereon of two posters by Miss Mabel Lucy Attwell, bearing the strange title "Do Children Count?" Of one of these we give an illustration. They are being employed to illustrate a film, and without doubt are doing good service: Miss Attwell's delightful humour making great appeal. Her children are so human and so quaint that they constitute an irresistible attraction, and these latest offspring of her genius take rank among her most charming creations. "Do Children Count?"—most certainly they do. They play a very big part in sales promotion as in a hundred other ways.

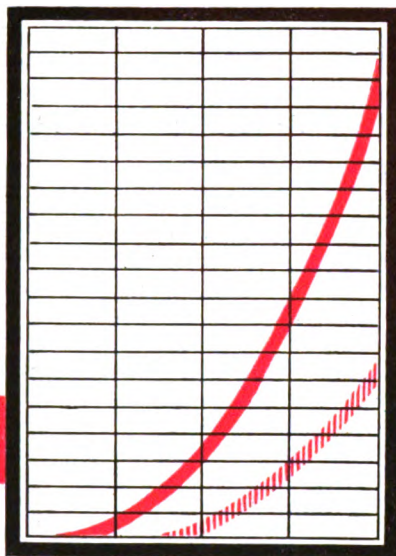
Sir George Riddell, chairman of the Newspaper Proprietors' Association, has been appointed a member of the Advisory Committee to the Department of Overseas Trade (Development and Intelligence). Another member of the committee is Mr. Kenneth Lee, of Messrs. Tootal, Broadhurst, Lee Company, Manchester.

Prince Lichnowsky's *Memoirs* concerning the origin of the war constitute a historical document of the most far-reaching importance, and we are sure hundreds of thousands of people will be glad to have them in more convenient form than newspaper cuttings. They have been published in abridged form by Messrs. W. H. Smith & Son on behalf of the National War Aims Committee, and may be obtained from their bookstalls. Employers of labour might with advantage distribute them among their staffs.



A POSTER THAT COUNTS

What is a Crawford Curve ?



THE distinctive Crawford curve is shown by that sharply ascending solid red line on the chart—and it represents SALES.

¶ The advertisers of “Haig & Haig,” “Vigil Silk,” “Sefton Fabrics,” “Meccano,” “Caledon Cars,” and many others know the Crawford curve. They see it every time they make a diagrammatic record of their sales from the time when they first made use of the advertising service of W. S. Crawford, Ltd. They also see its most satisfactory relation to that fainter and flatter red curve representing advertising expenditure.

¶ The Crawford curve *belongs* to Crawford advertising—the two go together in an inseparable companionship. It is the result of an advertising policy and practice directed with a single eye to “selling the goods.”

¶ The press advertisements and other advertising matter issued by W. S. Crawford, Ltd., are admittedly marked by an exceptionally high standard of craftsmanship: but it is in the salesmanship behind the goods that the Crawford service stands alone. If you would enjoy the benefits of the Crawford Service call at

25 CRAVEN HOUSE, KINGSWAY, LONDON, W.C.2

SELLING WAR BONDS



Result of "The Advertising World" Prize Competition

THREE MONTHS ago we offered to distribute £20 in prizes for ideas calculated to sell National War Bonds. The first prize was to be a £10 note, the second prize a £5 note, followed by five prizes of £1 each.

Some sixty suggestions were submitted, and from these we selected thirty, which we considered with the help of certain members of the Publicity Department of the National War Savings Committee.

Frankly, the result is rather disappointing. Our competition has not elicited any suggestion of outstanding merit or any novel means of marketing National War Bonds. At the same time, the prizes will be presented, and the awards we give now.

No individual suggestion stood out high above the others. After careful consideration we have decided to unite the first and second prizes and to divide the £15 between two competitors. One is won by Corporal A. G. Sheldon, formerly in the publicity department of the International Correspondence Schools and now in the Army Pay Corps. He submitted two excellent advertisements with attractive layouts, which will probably be used in the near future by the National War Savings Committee.

The alternate first prize is awarded to Mr. J. Wallace Black, of 12 Savile Street, North Shields. He submits an idea which it may be possible to adopt, although not in the near future. It is a scheme for what we may call a great "heart-to-heart" week, when every individual in the kingdom should be personally urged to support National War Bonds and War Savings Certificates.

There remain five prizes of £1 each, which are awarded as follows: The first to F. J. Bradley, 5 Eldon Square, Reading, for the idea that efforts should be made to induce workers to accept payment for overtime in the

form of War Savings Certificates, to be exchanged for National War Bonds when they reach the minimum value of £5. Mr. Bradley's idea was that it should be made compulsory that such overtime should be paid in this form. While it is considered impossible to make the scheme compulsory, it is distinctly possible that something may be done on a voluntary basis.

The second £1 goes to Mr. E. N. Illingworth, the London representative of *The Belfast Evening Telegraph*, who suggests that pay-envelopes received by employes should carry an advertisement for National War Bonds. The idea is good, and while it is not quite suitable for adoption for National War Bonds, yet it is being adopted for War Savings Certificates. The best time to appeal to a man to invest money is when he has the money in his hand, but seeing that the minimum denomination of National War Bonds is £5, it is too much to suggest to the workman that he should buy £5 worth of War Bonds from his weekly salary. Few are so fortunate as to be able to do so.

The third £1 goes to Mr. Geo. P. Wadsworth, Honorary Secretary of the Halifax Business Club, who suggests that exhibits should be made of British shells, with an appeal to the public to "export these goods to Germany" through the medium of National War Bonds. It is not considered that the idea can be used as submitted, but it is suggestive, and it is possible that practical use can be made of the suggestion in some form or other.

The fourth £1 goes to Mr. Edgar A. Crew, 29 Staverton Road, Brondesbury Park, N.W. He suggests that war trophies, such as captured guns and other things, should be presented to the cities and districts doing best in the matter of subscribing to National War Bonds, and also that aeroplanes,

I smoked and listened while the other fellows talked and told how successfully to build a transcontinental-rail-road. And it was done ; I got credit for it ; but, as a matter of fact, it was the men I employed who did it. That was what I hired them for, and *that* is successful business.

E. H. HARRIMAN."

That E. H. Harriman is right, will be acknowledged by every man who has studied business success and the methods of attaining it.

Undoubtedly the many sides of a business demand as many different types of brain to be developed to a maximum.

That is why in my own business I have collected the best brains I can find and am always looking for more.

That is why I know that the Siviter Smith Service can create and direct Publicity in all its varied forms more successfully than it can be directed in any business from inside.

If I didn't know this much I would go into some other business and hire a better firm to handle my Publicity.

Siviter Smith

SIVITER SMITH SERVICE

Siviter House, BIRMINGHAM

LONDON - 10, Lincoln's Inn Fields

BELFAST - 19, King's Court,
Wellington Place



tanks, and other war instruments should be named after towns subscribing the money for them. A scheme of this sort was already under contemplation, but Mr. Crew's suggestion gave helpful advice on some points of detail.

The fifth £1 is awarded to Mr. F. Smart, 19 Warrington Road, Harrow. This suggestion also is concerned with war trophies such as captured German guns.

While the result of the competition does not rise to our expectations, yet it has unquestionably brought forward suggestions that will be of real practical value, and THE ADVERTISING WORLD is pleased to have been able to do something, however small, to place at the service of the National War Savings Committee the ideas gathered from those of its readers who entered the competition.

IN MEMORIAM—CYRIL C. CASTLING

By ULRIC BERTRAM WALMSLEY

ONE OF the most "likeable" fellows I ever met was Cyril C. Castling, advertising manager



THE LATE MR.
CYRIL C. CASTLING

of *Stewarts Clothiers, Ltd.*, one of the biggest provincial multiple tailors, whose head offices are at Middlesbrough, with branches from London to Aberdeen. The news of his sudden death came to me as a painful shock. He was seated by the fire-side with his father, mother and a friend, when he passed away without a word.

Castling was only young, but one of the brainiest advertising men in the provinces—and now he is dead! He never courted the limelight—

seemed always too busy—and though he was not well known in London advertising circles, those who were in

touch with him, as I was, knew him for a keen capable and rising young man.

He revelled in hard work, and the amount of "copy" and ideas he turned out for *Stewarts* was prodigious. His daily talk in the *Stewart* advertisement on the leader page of *The North-Eastern Daily Gazette*, for example, was always fresh and full of interest—and Castling wrote every one of them!

All his advertisements were good—the kind that compelled interest and "sold the goods." He knew the ins and outs of clothing as well as the practical tailor, and his booklets were masterpieces of salesmanship. He loved his work. "Advertising is the greatest game in the world!" I've heard him say many a time.

I remember him best in the pre-war days, when he used to run a scheme offering *Stewart* overcoats for goals scored, given to the players and a selected onlooker.

Then he ran another great advertising scheme of suits for 13s. 8d.—think of it! The firm used to sell thousands, and every one was an advertisement for the firm.

Castling was most versatile, too—could write poetry or prose equally well. His booklets were as clever as his press advertisements or his "stunts."

He was a "good fellow," and when his father wrote telling me of his death he said: "I have lost my son and pal."

I am proud to think he counted me as a pal.

Mr. Arthur Brooke, founder of the well-known tea firm of Messrs. Brooke, Bond & Co., died about a fortnight ago at Leylands, Wootton, Dorking.

Mr. Zinovy N. Preev, who is known to many of our readers who have business relations with Russian firms, has written a booklet, "The Russian Riddle" (Messrs. John Bale, Sons & Danielsson, 6d.), with a view to throwing light on the causes of the collapse of the aforesaid mighty empire. Mr. Preev has much to say that is well worth careful perusal, and he shows how the Allies may assist Russia to extricate herself from her present difficul-

ties. To the British people in particular he makes an earnest appeal for help.

Speaking at the general meeting of shareholders of Messrs. Harrods Stores, Ltd., the chairman, Sir Alfred J. Newton, said their experience confirmed the old saying, "If you have not a business advertise and get one; if you have a business advertise and keep it." "It is no exaggeration to say that both Messrs. Harrods and Messrs. Selfridges owe their prosperity in a great measure to the intelligent and consistent way in which they keep their businesses before the public."

ILLUSTRATED LONDON NEWS AND SKETCH.

YEAR'S WORKING AFFECTED BY HIGHER COST OF LABOUR AND MATERIALS.

THE NINETEENTH ordinary general meeting of the shareholders of the Illustrated London News and Sketch, Ltd., was held on Thursday, March 21, 1918, at Winchester House, Old Broad-street, E.C., Mr. Charles L. N. Ingram (chairman of the company) presiding.

The Secretary (Mr. L. C. B. Goodacre, F.C.I.S.), having read the notice convening the meeting and the report of the auditors,

The Chairman said: Ladies and gentlemen, before asking you to adopt the report and balance-sheet I should like to make a few remarks. You will see that we have not been able to show you such a good balance-sheet this year as we did last year, but I think you will agree with me, when I have given you the reasons, that it was quite beyond the power of the board to obviate this. I may mention two items which may give you an idea of the difficulties under which we have laboured. The paper question has affected us most seriously, as has also the cost of other materials and of labour. Paper alone has cost us many thousands of pounds extra, and I may mention one other small thing that you would hardly think of, *viz.*, electric light and power, for which we are paying £500 more this quarter than we did last. That gives some idea of the way in which everything has increased in cost since last year. So far as I am concerned, I consider that we have managed to weather the storm very satisfactorily, and if it had been a normal year you can easily understand what a splendid balance-sheet we should have had to place before you.

With regard to the future, it is quite impossible for me to say anything definite. I see no prospect of the price of paper going down or the cost of materials or labour, and until the war is over I am afraid we shall have to encounter very great difficulties, and I am almost convinced that we shall not be able to do much better next year, even if we do as well. The advertisement revenue has increased by several thousands of pounds, but when the cost of paper and other things is taken into account the advertisements really hardly cover the cost to us. Still, you will understand that it would never do to give the public a tiny little paper; you must give them some bulk; and not only that, the public are interested in advertisements, and if they saw a paper without advertisements they would miss a sort of friend. They look every week to see what there is new that they can buy. I have now much pleasure in proposing the adoption of the report and balance-sheet, and I shall be very pleased to answer any questions that you may put to me.

QUESTION OF PAPER RESTRICTION.

Mr. G. J. Maddick: I beg to second the adoption of the nineteenth annual report and balance-sheet. At first sight it is perhaps a little disappointing; but having regard to what you have heard from your chairman as to the cost of paper and other materials, I think it is a wonder that we have been able to make any profit at all, much less the substantial one of

over £28,000. I think it speaks volumes for the stability and popularity of your two great papers that your directors are in the pleasant position of being able to inform you that the revenue of each paper from both circulation and advertisements has increased by very many thousands of pounds. I should like to take this opportunity of thanking on behalf of the board every individual member of our staff, both editorial and commercial, for the energy, zeal, and talent that they have displayed, and I should like personally, on behalf of your managing director and myself, to thank each one for the very kindly efforts they have made to lighten the burden that we have had to bear upon our shoulders during the past trying, and more than trying, year. It is perhaps invidious to mention any one member of our staff; but I should like to let Mr. Rudd know that the board appreciate his efforts, for he is working morning, noon, and night to bring his department to a state of absolute efficiency. I propose to be exceedingly brief, but I feel I must say just two or three words as to the future.

The Government, in their wisdom, have thought it necessary to curtail very considerably the amount of tonnage that they are going to allow for the import of paper and paper-making materials into this country. That is going to cause the paper mills to work less time, and their output will be considerably lessened, and I fear that if any of them have a surplus there will be a wild scramble among newspaper proprietors to obtain even this small quantity, absolutely irrespective of cost. As you may well imagine, we are users of a colossal amount of paper, and every rise in the paper market is a very serious thing for us. It is unfortunate from the balance-sheet point of view, but it is an exceedingly fortunate thing for our future prosperity that our consumption is so large, because when this war ends we shall be in a position, I trust, to retain our popularity and the friendship of our readers, and we shall be well on towards the prosperity that we have enjoyed in former years. Of one thing I can assure you—that the attention and hard work of your directors, backed as we are by perhaps one of the most loyal staffs in Great Britain, will be devoted to seeing that everything is done to bring back the prosperity of former days. Ladies and gentlemen, I beg formally to second the adoption of the annual report and accounts. (Applause.)

The resolution was adopted after some remarks by Mr. Clark.

The Chairman proposed the re-election of the retiring director (Mr. G. J. Maddick), who, he said, devoted a great amount of time and attention to the affairs of the company, and was a most efficient director.

The resolution, which was seconded by Mr. Glassington, was unanimously passed.

The auditors (Messrs. Price, Waterhouse and Co.) were reappointed, and the proceedings terminated.

IN THE PROVINCES

What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Bristol.

Messrs. Partridge & Love were entrusted with practically the whole of the work in connection with the Bristol Y.M.C.A. Hut Week advertising campaign. It was a huge success, nearly £30,000 having been collected. It will be recalled that the firm was also entrusted with the whole of the work in connection with the Business Men's War Bond Week, when nearly £2,750,000 was raised, or more than three times the sum at which the city was "assessed" under the scheme. Messrs. Partridge & Love have certainly every reason to be proud of the most successful work which they did in aiding these great national causes at an expenditure of much time and thought for the public good.

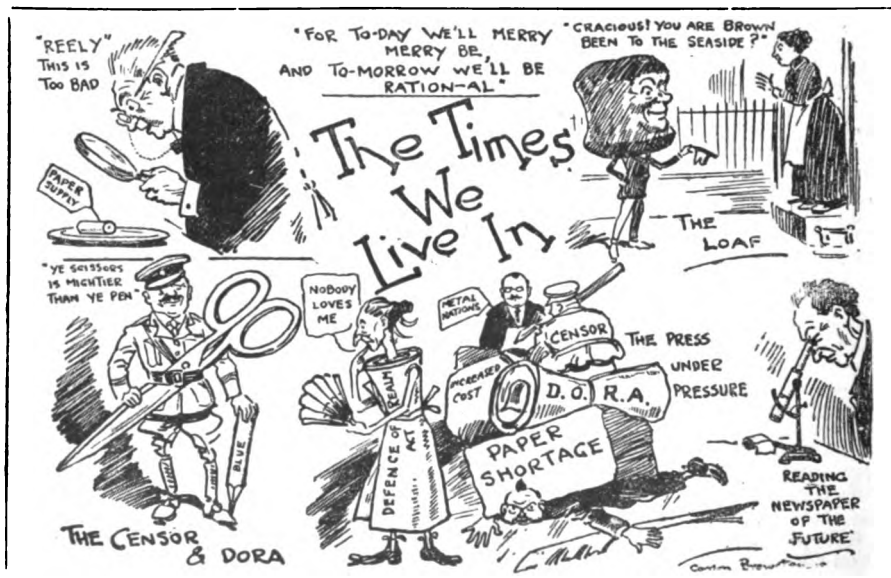
Dublin.

The greater number of the Irish provincial newspapers have now increased their selling price, and whilst there is yet a good deal of flexibility in scale rates among such publications, the tendency all round is in the direction of a firm hardening of the advertisement tariff. The general effect of the rationing of advertising space in the Irish Press has not operated too drastically so far. Cross-Channel agencies are certainly following faithfully the injunction of the publishers to reduce the size of advertisements to a reasonable minimum.

To those concerned in the potentialities of Ireland for trade development the 1918 edition of *The Irish Manufacturers' Directory and Year Book* will prove an unerring guide and a revelation. The volume is compiled and published by Mr. Kevin J. Kenny.

Messrs. Walpole Bros., always attractive advertisers, have recently issued a number of well-produced catalogues in colour, including a 16-pp. post 8vo booklet covering crêtonnes and lace curtains, of which 8 pp. were worked in coloured designs of the materials offered. It was a credit to Mr. W. C. Connett, the advertising manager.

The provisional committee of the advertising organisation, lately founded, have decided to submit to a second general meeting of those interested a draft set of the proposed constitution and rules as amended. Opinion among the promoters on the question of an Advertising Institute for Ireland is opposed to the launching of the organisation on any such lines at this stage. It is now proposed to call the organisation "The Irish Advertising Association," and it is suggested that the association shall take steps to secure its incorporation as an institute for promoting education in the principles of advertising, with power to confer authoritative qualifications upon those suitable.

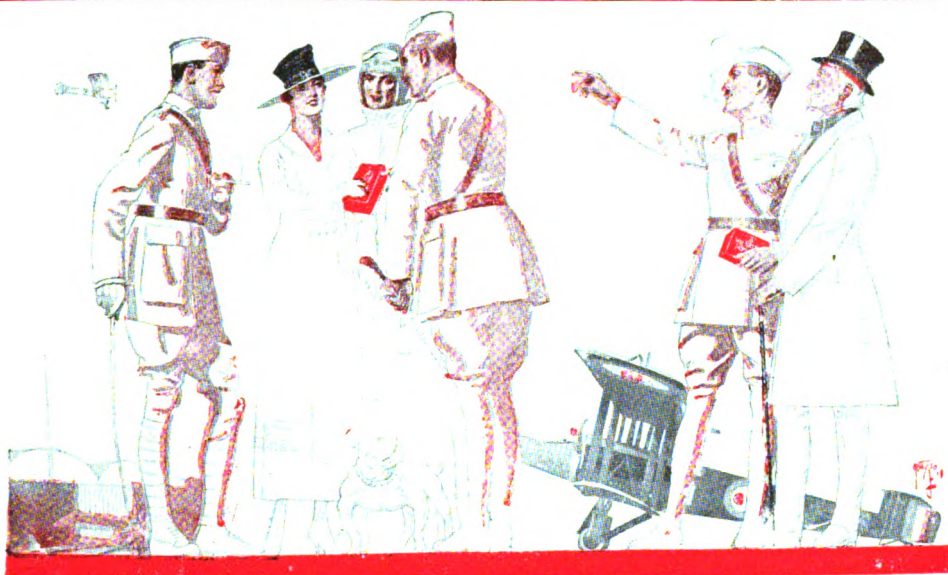


PART OF THE MENU CARD OF AN IRISH NEWSPAPER MEN'S LUNCH

Picture Offer

To "De Reszke" Smokers

This picture, "Miss America Arrives—She Pays a Flying Visit to The Bird Men," printed in colours on art paper 15 in. by 10 in., will be sent free to any smoker forwarding to address below a "De Reszke" box lid and 4d. in stamps, mentioning Picture No. 55.



Miss America Arrives

Episode IV.

She pays a Flying Visit
to The Bird Men.

"We were wondering when you were going to look us up, Miss America!"
"I've been saving you boys up for a specially special visit. You are going
to win the war for us, so they tell me. My—you'll be up in the air then all
right! But you won't ever be able to look down upon Uncle Sam's Best!"

Your Palate tells

Virginia Cigarettes are divided into three classes—good, bad & indifferent—mostly indifferent

The character of a cigarette is readily distinguished. It may be "hot," harsh, irritating; flat, insipid, flavourless; or rich, full-flavoured, yet mild and smooth. No matter which—your palate tells, and tells instantly.

John Buchan, Esq., writes:—

"The 'De Reszke' American Cigarettes are certainly the best Virginia Cigarettes I have ever smoked."

A. G. Gardiner, Esq., writes:—

"I find the 'De Reszke' American Cigarettes most excellent—delicate and individual in flavour, a perfect harmony of quality, and burning with an ash that is the cigarette smoker's delight."

Numbers of good judges—men and women whose palates are unusually keen—have recorded their opinions of the "De Reszke" American Cigarettes. The following few* examples are representative of all:

Donald Calthrop, Esq., writes:—

"I have the greatest pleasure in saying that I like the 'De Reszke' American Cigarettes extremely, and I consider them excellent in every way. They have the special quality of not hurting the throat, which is a most important consideration for people who follow my profession."

Nigel Playfair, Esq., writes:—

"Thank you for introducing the 'De Reszke' American Cigarettes, which I find excellent."

See the personal guarantee of Mr. J. Millhoff, the doyen of all blenders, enclosed in every box of "De Reszke" American Cigarettes.

* Numerous other opinions may be seen in other "De Reszke" advertisements.

20

for

1/5

10 for 8½d., 50 for 3/6, 100 for 6/10

SOLD EVERYWHERE

Or post free from J. Millhoff & Co., Ltd. (Dept. 70),
86, Piccadilly, London, W.1.

25

for

1/9

"De Reszke" American
CIGARETTES

On the occasion of the recent meeting in Dublin of the Irish Newspaper Society—which includes every Irish morning and evening paper—the members were entertained to lunch by the proprietors of the Independent Newspapers, Ltd. Our illustration shows the back of the menu card, the design being the work of Mr. Gordon Brewster.

Glasgow.

Mr. C. P. Watson, advertisement contractor, of 33, Renfield Street, died suddenly on the 2nd. He succeeded his father in the advertising business and had been connected with it all his working life. His son was killed in Salonica.

BUSINESS GOING OUT

Messrs. S. C. Johnson & Son, 224 High Holborn, W.C.1, have been advertising their Carbon Remover, the business being entrusted to Messrs. John Haddon.

Messrs. T. C. Bench were responsible for the publicity campaign for Mote's hand-plough, on behalf of the owners, Messrs. Percy Artling-stall, Ltd., 51 North John Street, Liverpool.

Simplex floor polish has been advertised lately, the Dorland Agency undertaking the publicity work.

Large spaces have been taken in some papers for the advertising of a new song, "The Heart of a Rose," on behalf of the Lawrence Wright Music Co.

Messrs. Willing & Co. were entrusted with the advertising of the appeal to grow more potatoes, which was made by Lord Rhondda and Mr. Prothero.

The Co-operative Wholesale Society, Ltd., placed direct their publicity relating to food registration.

The Y.W.C.A. have been advertising very widely for funds to provide huts for women workers, and big spaces have been taken in those papers in which they could be secured.

The advertisement of "The Lord's Message to His People" was placed by Mr. F. Aldridge, 26 Paternoster Row, E.C.

The Rajeen Perfumery Co., 189 Farringdon Street, E.C., are advertising the Poudre Fifiue, and are placing the business direct.

Messrs. W. S. Crawford have been entrusted with the advertising of "Milton," "a new discovery with a hundred uses," on behalf of the Milton Manufacturing Co., 125 Bunhill Row, E.C.

The Sartor Manufacturing Co., 53 Oxford Road, Manchester, are placing direct the publicity for their ladies' trench coats.

Messrs. Barker, Drabble are undertaking the advertising for Messrs. Elliott & Co., Haywards Heath, Sussex, of their "Preservo" for bottling fruit without sugar.

Kraska, a preparation for the polishing of the finger-nails, is being advertised by the Dorland Agency on behalf of the Kraska Co., 7, Blenheim Street, W.1.

Messrs. T. C. Bench have been entrusted with the publicity for the Ambron Corsets.

The British Empire Producers' Organisation, Evelyn House, 62, Oxford Street, are making an appeal for the production of sugar within the Empire. The advertising is being undertaken by Messrs. T. C. Elder, British and Overseas Industrial Publicity Service, Hampden House, Kingsway.

OVERSEAS ADVERTISING

U.S.A.

The conductors of *The Inland Printer*, Chicago, announce that they have abolished agency commissions, "thereby allying ourselves with a movement which we consider will work for better ethics in advertising—i.e., one remuneration for the agency, and that to be paid by the advertiser for service rendered by the agency."

The Green Hut Store, one of New York's largest department stores, has gone out of business. This is the third big New York store to close its doors within the past few years. Experts say: "What seems to hurt the New York department store business is the lack of a concentrated retail store trade district, such as Chicago has in its State Street."

The death occurred lately of Mr. George Batten, head of the well-known American Advertising Agency bearing his name.

The sales of the F. W. Woolworth Co., owning the well-known 5 and 10 cent. stores in U.S.A., amounted to £19,000,000 for the year, the number of stores owned in America being 998.

Italy.

A decree has been issued by the Italian

Government which prohibits the despatch from Italy to foreign countries of any periodical or print (*stampa*) containing advertisements. Publishers of journals, periodicals and prints who desire to continue to send their publications abroad are required to prepare special editions from which advertisements are excluded.

France.

M. Georges Lange, the well-known French advertising expert, has left the advertising company he had joined before the war in the capacity of adviser and manager of their service department, and has now opened a business of his own as advertising expert, agent and consultant. His address is, 5, rue Boudreau (near the Opera House).

Results from Ireland.

AN ADVERTISER recently called on THE ADVERTISING WORLD for a list of Irish papers. He explained that through the advertisement of an Irish paper in our pages he had for the first time used space, and the results proved so good that he decided to extend his advertising in Irish papers. Evidence from other sources confirms his experience.

Everybody can learn

DUTTON'S SHORTHAND

THE 24-HOUR SYSTEM
WITH ONLY SIX RULES.

DO you realise that if you give but an hour a day to Dutton's Shorthand you can become an 80-word-per-minute writer in three months and a 120-word-per-minute writer in six months. If you can give two hours per day you can reach 80 words per minute, the average speed of office dictation, in something like six weeks. No less than 20,000 soldiers (from General to Private), and civilians in all grades of life, have acquired Dutton's Shorthand this year. The complete theory of this simplest high-speed system can be acquired by any person of average intelligence in 24 hours. That stage reached, practice only is necessary to attain a speed of from 120 to 200 words per minute.

DUTTON'S SHORTHAND AT HARROD'S STORES, LTD.

Dutton's Shorthand is being used to-day in Government, railway, and insurance offices all over the British Isles. Hundreds of students have obtained berths as stenographers at weekly salaries of from 30s. to £2. and within two months of commencing the study of the system. The world-famous firm of Harrod's Stores, Ltd.—a huge business organisation with 6,000 employees, built up on the principle of being up to date—have their own Staff Training School. Up to a few weeks ago another system was taught and used exclusively. Urgently requiring

additional help on their clerical staff, Messrs. Harrod's commissioned the services of a Dutton instructor to conduct a course of tuition in the rapid Dutton Shorthand. Five weeks afterwards, several of the students were able to join the staff as efficient shorthand writers, an accomplishment hitherto undreamed of. As the result of this remarkable progress, Messrs. Harrod's have now definitely arranged for the Dutton System to be taught permanently in their school.

TYPICAL LETTERS FROM DUTTON WRITERS:

A 16-YEAR-OLD WIRELESS STUDENT.

"I am learning wireless telegraphy at Marconi House, Strand, and you have no idea how useful your shorthand is for taking down lectures, etc. As I can report an average speaker, I can get down five times as much as any other boy who does longhand. I have taken down several lectures and sermons of different kinds in your shorthand." C. N. Old, c/o Miss Harrison, Devonla, 52, Charleville Road, West Kensington, London, W.14.

A SUPERINTENDENT OF POLICE

Supt. E. Brown, of East Rangoon, writing to the Principal of Chapple's Business College, said: "You taught me Dutton's Shorthand thoroughly, and within the guaranteed period (one month). I am writing at quite a good speed."

A TEACHER'S CONCLUSION.

"I beg to thank you for the valuable help I have received from your tuition. Your system of shorthand is all you claim for it, and to those who have struggled on teaching other systems it is a great boon. I wish it the success which it thoroughly deserves."—Yours faithfully, J. A. Randall Cossall, Ilkerton, Derby, August 30, 1917.

INCREASE OF SALARY.

"I am just beginning to take a few business letters down, and in time it will mean an increase in my salary. I have previously tried —'s, but I found it taxed my brain too much to remember so many rules, so I had to give it up, and was disheartened."—R. Seliman, 46, New Hall Street, Cannock, May 19th, 1917.

A PUBLISHER'S EXPERIENCE.

So far as I have had the opportunity of judging from observation of the shorthand-typist in this office who uses the Dutton system, I can certainly say that I am very pleased with it. I find she reads her notes quite as accurately as do the users of other shorthand systems, and that despite the limited period during which she has been employing your system (she came to us after only three months' tuition) her speed is quite equal to that of writers using other systems, whom I have employed in this office, and who have had certainly three or four times her experience. In fact, having regard to the qualification referred to, I think she has done remarkably well.

AFTER THREE DAYS.

"You will be glad to know that, though I only received Dutton's Shorthand System three days ago, I am already writing you a letter in that system. What surprises me most is that I should even dream of making such an attempt."—John Tripping, The School, Montgomery, September 14th, 1917.

A MINOR CANON'S EXPERIENCE.

"Your shorthand system will be very valuable to me in my professional work. I have not had much time for serious practice, but I find, nevertheless, that I can make notes quite readily."—G. R. C. Olden, M.A. (Minor Canon, Belfast Cathedral), 39, Cedar Avenue, Belfast, June 21st, 1917.

SEND TO-DAY!

A First Lesson in Dutton Shorthand, a comparison of this twentieth century system with other systems of Shorthand, particulars of the £100 Scholarship offered to boys and girls, of the Day and Evening Classes conducted at the London Branch, 92 and 93, Great Russell Street, W.C.1 (four doors west of the British Museum), and of the special POSTAL course of tuition, will be forwarded to every reader sending stamp to

DUTTON'S NATIONAL BUSINESS
COLLEGE (DESK D 1) SKEGNESS.

ITEMS OF INTEREST

Mr. Cecil Tooke, interned in Doberitz, sends greetings through THE ADVERTISING WORLD to friends in England.

Mr. Frank S. Lendrum, a member of the Advisory Committee of the Paper Commission, stated recently that Government departments alone use 2,000 tons of paper a week. We should like to know how much of this is wasted.

Mr. Charles Frederick Higham was on April 12th admitted to the freedom of the City of London.

Mr. D. C. Howat—The Howat Advertising Service—of 45, Hope Street, Glasgow, has opened an office at Granville House, 3, Arundel Street, Strand. Telephone : City 6914.

Old Bleach Linen has been added to the list of clients whose business is now in the hands of Messrs. W. S. Crawford, Ltd.

Mr. Ulic B. Walmsley has rendered good service to the London Volunteer Rifles, and to the volunteer cause generally, by writing a booklet entitled : *Enrol to Fight both Fire and Foe*. It is designed to show that men anxious to serve their country cannot do better than join this excellent corps, which, apart from its military service, also helps the London Fire Brigade. Mr. Walmsley writes with enthusiasm, and the brochure is well illustrated. The L.V.R. are a set of good fellows with whom it should be a pleasure to serve.

The annual general meeting of the Association of Advertisement Managers of the London and Provincial Press, Ltd., was held at the Aldwych Club on March 20th. The following officers were elected for the ensuing year :—Mr. Geo. Sparkes (*Daily Graphic, Bystander*), President ; Mr. H. C. Paterson (*Yorkshire Post*), Vice-President ; Mr. F. Osborne (Messrs. Ward Lock & Co.), Hon. Secretary ; Mr. A. Bettany (*Western Morning News*), Hon. Treasurer. Council of Management : Messrs. Geo. Wetton (*Daily Express*), E. T. Nind (Messrs. C. A. Pearson), A. Richardson (*Daily Chronicle*), W. B. Robertson (Amalgamated Press), G. E. Perman (Temple Press), P. Emanuel (Messrs. Odhams), Louis Kaufman (*Truth*), A. Shewin Thomas (*The Schoolmaster*), F. Johnston (*Liverpool Post and Mercury*), T. L. Baily (*The Connoisseur*), J. Warburton (*National News*), and E. W. Folkes (*Belfast News Letter*).

Speaking at the annual meeting of the Maypole Dairy Co. on April 4th, the chairman, Sir George Watson, showed that the net profits amounted to £747,249, after providing for the special depreciation of £250,000. The average annual profit for the years 1900–2 was £86,356. The turnover exceeded £22,000,000 in 1917.

Presiding at the annual general meeting of the shareholders of Messrs. Joseph Nathan & Co., proprietors of "Glaxo," Mr. Louis Nathan was able to report a continued growth

of business in the sale of that preparation. The turnover, he said, had been a record. The whole of the advertising for the year had been provided for out of the profits.

The Blackpool Advertising Committee have decided that they need the full amount of the twopenny rate for the coming year. It is calculated to bring in £4,400.

The report of the directors presented at the annual meeting of the shareholders of Messrs. Cassell & Co. on the 27th ult. shows a profit for the year of £25,155. Deducting debenture interest, £3,720, and adding £5,820 brought forward, there is a net balance of £27,256. The directors recommended a dividend of 3 per cent. less tax. After setting aside various sums for reserve £5,719 was carried forward.

A company has been registered in Scotland, under the title of M'Murtrie (Limited), with a capital of £2,000, to carry on the business of advertising agents, etc. The subscribers are Messrs. John M'Murtrie and James B. M'Murtrie, advertising agents, 11, Bothwell Street, Glasgow.

Messrs. Garratt & Atkinson, Ealing, have issued a folder containing examples of small blocks, prepared by them, which will be very useful to printers, advertisement designers and newspaper owners for decorative purposes. They include different kinds of aeroplanes in varying positions, line borders, tail pieces in line, dainty initial pieces, flags and coats of arms. The designs are marked by great taste. Included also in the folder is a large selection of boot and shoe blocks.

A remarkable tribute to the value of advertising in *Punch* is afforded by the fact that many advertisers have already booked space in the paper for 1919. The value of the space for next year thus secured is £10,000. As to this year there is now no more advertising space available in our contemporary until after July 17th.

The following new companies have been registered :—London Mail (1918) (Ltd.), 93 and 94, Long Acre, W.C.—Registered March 26 to print and publish the said newspaper, etc. Nominal capital, £6,000 in £1 shares. National Press Agency (Ltd.), Whitefriars House, Carmelite Street, London.—Registered March 27 to carry on the business of public journalists, publishers, and printers, etc. Nominal capital, £100,000 in 100,000 £1 shares.

The Association of Great Britain and France, founded a year ago, has since then made steady progress in its good work of making better known among friendly countries the ideals and economic aims of France. It is felt that the time has now come for the Association to have its own quarters and an independent organisation, and an appeal is made for wider membership. Information will be gladly given on application to the Secretary, 39, St. James's Street, S.W.1.

NOTES ON MEDIA



THE April issue of *The Times* Trade Supplement was mainly given up to a special aircraft industry section, and together with its very admirable editorial matter it carried a large number of advertisements relating to the aircraft industry.

"THE TIMES"

These advertisements, many of them full pages, numbered twenty-seven in all, and were fine specimens of typography and display. Some excellent line drawings were used in the advertisements.

The Daily Express announced early in the month their intention of rationing the output of copies to the news-agents, the recent advance in price having failed to reduce the circulation. This is a drastic step.

"THE DAILY EXPRESS"

On April 15th *The Daily News* appeared in a new form, the size of the pages being now reduced to 11½ inches by 17, but the number of pages is increased to eight. The paper looks strange in its new shape after we have been accustomed

"THE DAILY NEWS"

to the large pages for so many years, but the smaller size has the advantage of making *The Daily News* easier to handle, especially in crowded trains. A similar change made in *The Star* has proved popular and we believe the same will be the case with its morning contemporary.

Mr. H. W. MORRIS PUGH, advertisement manager of *The Pall Mall Gazette*, announces that it has been found necessary slightly to increase the rates for space in that paper. The change came into effect on April 1st.

"THE PALL MALL GAZETTE"

THIS well-known paper has lately changed its name, and now appears under the title of *The Nottingham Journal*, the alteration having been effected on April 8th. The controlling interest in the publication has been acquired by Sir Jesse Boot, who has for some time held a large financial stake in the undertaking. By this change of name an old title is revived, for *The Nottingham Journal* was purchased

"THE NOTTINGHAM DAILY EXPRESS"

You Can Develop Overseas Business

In a most effective and economical fashion if you advertise on the covers of the "Daily Sketch" Overseas Edition. Once a week the six daily issues are bound together in an attractive cover, and the result is a weekly paper with an immense fascination for Colonial readers. At £12 per cover page and *pro rata*, advertising is extremely cheap, since this Overseas Weekly Edition of the "Daily Sketch" is passed from homestead to homestead in places abroad where people are hungering for news of the homeland and the war. These people would naturally give preference to goods of British manufacture. Specimen Copy on application.

46 SHOE LANE, E.C.4.

by *The Express* some thirty years ago and merged in the latter publication.

THE Spring Number of *The Car* is a very attractive production, and, as is always the case with issues of this popular weekly, is admirably printed. The particular feature of it is a series of illustrations in full colour of some very "modern" drawings, chiefly by that accomplished artist Mr. F. Gregory Brown, whose work for the "Underground" posters has been a joy to tens of thousands of travellers. These pictures, which had been painted in flat colour, are very impressionist, and will give rise to considerable comment by reason of their daring. The cover design, by Oakland, is another highly commendable piece of work, and an interesting colour scheme to boot. In the text matter, among other attractions, bright little stories are used obliquely to advertise various cars and tyres.

"THE CAR"

THE publishers of *The African World War Annual* have produced a truly marvellous book of 272 pages. The advertiser seeking information concerning the African market will find it very useful, and should have it on his bookshelf.

"THE AFRICAN WORLD"

A Famous Annual.

OWING TO circumstances which do not call for explanation, copies of *The Times of India Illustrated Weekly* Christmas number only lately reached this country.

This latest issue of a famous annual shows no sign of being adversely affected by the many troubles afflicting publishers and printers in this country. In every detail of technical production it is fully equal to the best specimens of illustrated periodicals ever produced in this or any other country. In its own field—a wide one, covering the whole of British India and the Far East—it has, of course, not even the shadow of a rival; and the fact that it has there a circulation more than four times greater than any other publication, daily, weekly, monthly or annual, can easily be understood.

The Christmas Number has for years been a prime favourite among advertisers of understanding, and its latest issue contains fifty-six pages of first-class advertising matter. We are glad to see that so many British advertisers are continuing to cultivate the Empire's greatest market, even in these disturbed times.

THE special Mesopotamia number of *Indian Ink*, published from the office of the paper in Calcutta, was a very attractive and readable production. It was issued in aid of the "Imperial Indian War Fund." From various pens we got vivid pictures of life in Mesopotamia—it seems to be anything but pleasant—and the illustrations in pen and ink and colour were of high quality. The number was well turned out, and contained a goodly show of advertisements.

"INDIAN INK"

AN attractive publication which has come to hand is that of the General Export Association of Sweden, and entitled *Swedish Export*. It is a new paper, the copy we have received being the second issue, and it is printed in English. The advertisements, of which there is a very goodly showing, are largely of Swedish tools and machinery designed for use in the British market. It is, however, a pity that the majority of the advertisements are so much in the nature of trade cards, and therefore convey but little to the reader. The articles, written in excellent English, are devoted to the development of Swedish industries. The paper, printed in Stockholm, is well turned out, and the enterprise which has led to its establishment is one that deserves commendation.

"SWEDISH EXPORT"

Messrs. W. Tyler, Sons & Co., of Leicester, sold 6½ million pairs of "Jason" socks for children during 1917, these forming one line only of the "Jason" goods advertised.

Mr. Walter J. Cottingham—an Englishman and chairman of a foremost American firm of paint manufacturers—has taken general charge of British and Canadian recruiting in Cleveland, Ohio. Mr. Cottingham commenced with an advertising campaign in the district papers.

Posters, bills, advertisements and notices of a performance or exhibition for war charity must now bear the name of the charity as given in the certificate of registration, with the addition, "Registered under the War Charities Act, 1916."

At the Mansion House on the 5th April *The Mirror of Life* Publishing Co. were fined £50 for printing advertising circulars for the making or placing of bets in connection with football matches. Mr. George Dew was fined £50 for issuing the circulars. It was stated that the number of circulars ordered was 68,000.

"I would like to congratulate you on the way in which you conduct your magazine and on the information that I have had from it. I have had great pleasure in reading it and congratulate you on the way in which everything has been done."—MR. HOPKIN MORGAN, Pontypridd.



RING—CENTRAL ONE TWO EIGHT DOUBLE EIGHT

THE 'Carlton' is the largest business development and advertising organisation in the world. It is no 'one-man' concern. Its purpose is to bring more—and better—trained brains to the service of British business than can be reached elsewhere or in any other way. It is incomparably, uniquely equipped to perform every kind of advertising service—every kind of planning, every kind of designing, every kind of writing.

To consult 'Carlton' is to commit yourself to nothing until you are convinced that here, pre-eminently, is the best organisation to give you the help you need.

CARLTON (CARLTON STUDIO &)
(CARLTON AUXILIARY)

Carlton House, Gt. Queen St., Kingsway, London, W.C.2.

Mr. Chairman and Gentlemen!

THE ALDWYCH CLUB

Sir Charles Starmer on Advertising Agents and the Man-Power Act.

MR. J. R. CLYNES, M.P., secretary to the Ministry of Food and one of the leaders of the Labour Party, addressed the members of the Aldwych Club on April 11th on "The Ideals of Labour." The speech was delivered at the Connaught Rooms, after lunch, over which Sir Chas. Starmer presided. There was a large company.

Sir Chas. Starmer, in calling on Mr. Clynès to speak, said he must congratulate the committee of the Aldwych Club on inviting distinguished guests to speak to them, for probably those gentlemen would not be able to say the same things at Westminster. In expressing regret that a section of the Press had not shown the wholehearted patriotism regarding the war that had been displayed by other sections of the community, the chairman said writers in the Press should sink their personal feelings, remembering that the Government was working with the wholehearted purpose of winning the war.

The chairman continued: "There is a Bill now being passed through the House of Commons and in it I see that advertising agents are scheduled in a certain list. I want to say on behalf of the Aldwych Club that if

the call is made and they are satisfied of the need they will not be behindhand in doing what they can to serve their country. But I think we want cool reasoning and a clear statement of the facts themselves. Advertising is the motive power of all business. Whether or not a man himself advertises, no business can go on long without advertising. It enters into our life in a way which no one can realise if he has not studied carefully the position of advertising. I want to offer a word of warning to those gentlemen who are passing the Bill through the House, and it is that they ought to be careful before they destroy any part of the business life of this country, for advertising is doing more than any other business I know to keep together the life and soul of our commerce, and it should have more respect from those in authority."

Mr. Clynès then gave a very thoughtful address, and at the close was cheered with great heartiness. A résumé of his speech has already appeared in the Press.

Among those present were Sir A. Steel-Maitland M.P., Sir Hedley le Bas, Sir Thos. Lipton, and Sir Woodman Burbidge.

THE NATIONAL ADVERTISING SOCIETY

The annual meeting of the National Advertising Society was held on the 8th inst. at Anderson's Hotel, under the presidency of Mr. C. D. Fastnedge, in the unavoidable absence of Sir George Riddell, Bt.

The report which was presented showed that the continuance of the war has prevented any appreciable increase in membership. The majority of friendly societies were in a similar position. The necessity of not encouraging new members on the voluntary side should be apparent to all, added the report, as the liability of males eligible would be out of all proportion to the risk they incurred. There had been a large influx of women into the business, but the majority were filling those positions temporarily, and the committee had not deemed it desirable to make any active canvass to secure members from among them. The pension scheme was now in operation. There had been no claim for sickness on the general benefit fund during the year, the only claim being one resulting from the death of a member's wife. The State Section had not shown the increase of membership which the committee would have desired, but that was largely due to the difficulties of transfer; the position of the reserve funds in that section remained good. The Benevolent Funds continued to do excellent work.

The Chairman stated that the election held

that morning had resulted in Mr. F. E. Bennet being declared entitled to a pension, he having polled 3,119 votes, while the unsuccessful candidate, Mr. W. Goldsbury, had polled 728 votes. The money required to meet the payments to their six pensioners would absorb the income of upwards of £4,000 of the Society's capital. The committee hoped that a very large majority of persons engaged in advertising would come to their aid by enrolling themselves and their employees as members, so that they might be able considerably to increase the number of pensioners. During the year a sum of £529 1s. 5d. had been disbursed to applicants for assistance.

As regards the State section, the Chairman made an urgent appeal for an increase of membership to upwards of 1,000, and explained that under a recent amending Act a society consisting of 1,000 persons (and not 5,000 as under the former Act) could retain for its own members the whole of its funds, whereas if less than 1,000 certain portions would have to be applied to help societies with deficiencies.

The Society being national, he thought there should be no difficulty now in considerably increasing the membership.

As all persons in the business receiving below £160 per annum were compulsorily insured, he appealed to all employers to bring the society to the notice of their staffs and to



Your Advertisement Rations

THE rationing of advertisers is an accomplished fact. Big spaces are to-day unprocurable in many papers. The advertiser whose policy has always been to take small spaces is therefore in a better position than ever to make his presence felt.

COPY IS NOW, EVEN MORE THAN FORMERLY, THE DECISIVE FACTOR

Ask us to prepare for you—without obligation—a series of small-space advertisements, and a Selling Scheme suitable for the present situation.

CHARLES POOL & CO., LTD.

The Personal Service Agency with over 50 Years' Experience

180-181 FLEET ST., LONDON, E.C.4

Telephones :
City 1473-4.

Established 1864.
Geo. Murray, Managing Director.

Telegrams :
"Advexero, London."

Have you signed on ?

*Signs to cover all your needs
Made and fixed by Oldham, Leeds*

ARE YOU READY for the big push in business after the war? Remember industry and trade must repair all the wastage of war, and that it may have to start doing so much sooner than most people imagine.

In any case, are you *ready* to do your bit for British business when peace-time comes?

Sign on now—with an Oldham Sign. That is the sure sign of a certain liveliness in a business concern.

We can evolve a sign for you that will exactly express *your* business—that cannot be ignored or forgotten. Why? Because we have devoted all our attention and energy for many years to commercial signology, and in that department of advertising have behind us a greater and more varied experience than anyone else.

THAT IS OUR CLAIM. LET US PROVE IT!

*J. OLDHAM (with which is Incorporated Gawthorp's Ltd.)
Sign Advertising Specialist, Foot of York Road, LEEDS*

induce them to become members. If their transfer were objected to the Commissioners had power to make the same, and in considering whether the same should be made the Act required "the interest of the member" to be taken into consideration. That it was to the interest of the insured to transfer could not be doubted, as they were entitled, by payment of the nominal sum of 5s. per annum, to all the benefits of the institution, the same

as other members, and at the present time some of the persons receiving the pensions were State members of the society. He moved the adoption of the report.

The resolution was seconded by the Hon. Sec., Mr. S. G. Coram, and carried unanimously.

The election for the committee then took place, and resulted in the old members being returned. Other officers were re-elected.

THE "ADVERTISING WORLD" LAW REPORTS

The Ethics of Advertising.

In the Court of Session, Edinburgh, judgment was given at the close of last month by Lord Sands in a case of considerable interest to advertising men. It was a case in which Barimar Ltd., Poland Street, London, welding engineers, brought an action against Messrs. James Thompson & Son (Motor Factors), Ltd., Edinburgh, in respect of an article published by the latter in their monthly magazine, *The Accessory*. The article was entitled "Free Advertising," and plaintiffs asserted that it related to them and represented them as guilty of fraudulent practices in pushing their business. The defence was that the article complained of was fair comment on a matter of public interest.

Lord Sands, in dismissing the action as irrelevant, with costs to the defendants, said the article purported to be directed against a system of advertising. The public might be deceived by an advertisement although the goods advertised were of good quality. The gravamen of the complaint was that pursuers were represented as faking advertisements. The article was an attack upon a system of advertising—topical, illustrative, and vulgar with which every newspaper reader was

familiar. To ridicule this kind of advertisement was legitimate, and a natural and not illegitimate form of ridicule was gross caricature. This was the nature of the article complained of, and the particulars were so grotesque that, as it appeared to him, a serious charge of fraud could not be extracted from them. In all advertisements which were not straightforward descriptions of the qualities of the goods there was an element of deceptive irrelevancy, even in the method which consisted simply in the reiteration of the name of the goods. "Brown" knew that by putting up a notice board with "Brown's Biscuits" in every field along the railway line he would hypnotise a certain number of those who usually bought "Black's" Biscuits. Advertisers who took advantage of the simplicity of irrelevancy of the popular mind had no ground of action merely because their methods were burlesqued. The action was one for damages, and unless damage was averred the action was irrelevant. He thought the circumstance that no actual damage was averred was a relevant consideration in determining whether the article was to be regarded as extravagant chaff or as a serious imputation of fraudulent devices.

SUBSCRIBERS' ADVERTISING

MESSRS. TAYLOR, GARNETT, EVANS & CO., Thanet House, Strand, printers and stationers, send us some excellent specimens of recent work, which should be studied by those having important commissions to place. Of these the chief is a book entitled *The New Cunard Building*. We have no space to describe it fully, but can truthfully say it is a very fine example of the printer's craft, dignified and worthy in every respect. Bound in a stout biscuit-coloured linen-grain paper, the book is printed on a fine quality, dull surface art paper on which the half-tone illustrations come out very attractively. An interesting feature of the title page, initial letters, etc., is that they represent ornamental features employed in the decoration of the building. For the beautifully set text a 12-point Old Face font has been used.

Equally handsome, but smaller, is a book

printed in Russian for Messrs. Ormrod, Harcastle & Co., of Manchester. It is bound in a heavy linen-grain cover paper, embossed in gold and with decorative details in chocolate and dark grey. The text is printed in chocolate and orange in 14-point Old Face Medium on an antique paper with decorative borders. Fine half-tone and photogravure illustrations are used, the latter slipped in. Great taste and skill mark both productions. For another firm Messrs. Taylor, Garnett, Evans & Co. have printed some attractive booklets in French.

THE AVENUE PRESS, 55 and 57 Drury Lane, W.C., send us a very "cute" little calendar by way of reminder advertising. It is egg-shaped, and has at the top in full colours a most spirited drawing of a cock.

"The advertising has been maintained, as far as war conditions permitted, at the pre-war standard."—LORD LEVERHULME, at the annual meeting of the shareholders of Messrs. Lever Bros.

Memorandum

The British Electrical Federation Advertising Committee

CONTROLS THE ADVERTISING ON THE FOLLOWING SYSTEMS:



Airdrie
Barnsley
Barrow-in-Furness
Birmingham
British Automobile
Traction Company
Dudley
Gateshead
Gravesend
Greenock
Jarrow

Merthyr
Middleton
Oldham
Northern General
Transport Co.
Peterborough
Rothesay
South Staffs
Swansea Tramways
Swansea and Mumbles
Railway

South Wales Transport
Company
Taunton
Tynemouth
Weston-super-Mare
Wrexham
Wolverhampton
Yorkshire (Woollens
District)

For the guidance of prospective Clients we submit the following approximate rates:

Sides	...	10 ft. x 20 in.	...	5/- per week
Ends	...	4 ft. x 20 in.	...	2/- "
Corners	...	4 ft. x 20 in.	...	1/- "
Dashes	...	2 ft. 6 in. x 20 in.	...	1/- "
Hanging Cards	1 ft. 6 in. x 22 in.	1/6 "

For further particulars and terms write to:



THE ADVERTISING MANAGER.

The British Electrical Federation, Ltd.

1 KINGSWAY, LONDON, W.C.2



BIG RESULTS £1,500 from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

As further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly result from the advertisement was **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately 1,500 Dictionaries at prices varying from 6s. 3d. to £1, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM A PUBLISHER.

Please advise me as to the best course I can take to sell the goodwill of our publication. . . . It is a success and has a growing circulation, but we cannot continue it under the present war conditions.

FROM AN IRISH ADVERTISING FIRM.

Please give us a list of the firms in England who can supply stock blocks suitable for our business.

FROM A MIDLAND MOTOR FIRM.

I notice that you do not now carry an advertisement of a certain speciality house. Are they still in existence? Could they, or any other firm, supply us with a novelty we want at once?

FROM A GOVERNMENT DEPARTMENT.

My department wish to place an advertisement in the best export journal. Will you give us your opinion as to which this should be?

FROM THE MANAGER OF A LARGE LONDON STORE.

Will you please give me detailed information about the circulation and the lowest rates of the best suburban papers? We desire to use them, but cannot get any idea as to their value from an advertising point of view.

FROM A LONDON AGENCY.

Is it possible to get full particulars of the following (3) engineering papers and electrical papers, and do you know anything about the other trade papers, a list of which we enclose? We desire more particularly to know their circulation, which it seems impossible to obtain through the usual sources.

After the war I am making a journey to Canada to arrange for the Marketing and Advertising of an English Proprietary Article. I want one, or perhaps two, other firms which would be willing to share the expenses, and for which I could act. Address replies to

Box, "Advertising Agent,"
ADVERTISING WORLD Office,
Sardinia House,
Kingsway, W.C.2.

India's Imports



A glance at the latest list of Imports will convince you of the value of Indian Trade.

Are you participating to the fullest extent? If not, then write to us. We are Specialists and can assist you. Advertising literature prepared in all Indian languages.

Alliance Advertising Assn.
LIMITED.
INDIAN ADVERTISING SPECIALISTS
CAWNPORE—INDIA.

To procure and secure
**TRADE
IN
IRELAND**

**"McCONNELL'S
KNOW IRELAND"**
—its potentialities for new trade openings, the individual merits of its newspaper media, and the means of access to its purse-strings.

The Irish Service Agency for
Creative work in Trade Promotion.

consult
**McCONNELL'S
ADVERTISING SERVICE**

BELFAST 15 Donegall Pl. **DUBLIN** 6 St. Andrew St. **CORK** 13 Sth. Mall.

THE PERMO CO.

(Proprietors of Permoid)

are now in a position to execute orders for all classes of show-cards, note-cases, matchbox covers and ration cards cases, calendars, etc., in the

**NEW PATENT
"RADIO" process**
which renders articles luminous

For particulars of this new patent and our other well-known specialities

Apply to

DRUMMOND WALKER & CO.,
63, Queen Victoria Street,
LONDON, E.C.

who are now the sole distribution agents for the Permo Company

Tele. No.
CITY 5134

ASSOCIATED RETAIL ADVERTISERS

34 ESSEX STREET
IN THE STRAND
LONDON W.C.2

The A.R.A. is a "combine" of enterprising Retail Traders, retaining the services of Associated Artists and Advertising Experts to design and produce their advertising on a Co-operative basis. The A.R.A. does not act, even in an advisory capacity, for firms competing with those who retain their services.

Membership of the Association and the services of its staff can be retained for a few shillings per month: which need not be added to your advertising cost; A.R.A. advertising "brings all the money back."

For full details and terms, write now, on your business heading

A Member of the A.R.A. wrote voluntarily:—
"It is a pleasure for us to entrust this work to you, as we know from past experience that the time of the copy will be such, that the advertisements we now require will be real business bringers."

The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED

General Agency Clerk. (B. 55)

Many years' experience with three of the largest London agencies. Now in Government Office. Age 31. Discharged soldier. Salary £250.

Printer's Traveller or Manager. (B. 53)

Seven years practical printer. Fifteen years travelling throughout England. Has good connection amongst wholesale drapery and textile houses. Salary, £250 and commission.

Advertising Manager or Manager for Printing Firm. (B. 48)

Thorough knowledge of advertising copywriting, and specialist printing and block-making. Samples of previous work on application. Lowest salary accepted, £450. Just over military age.

Advertisement Manager or Advertising Managership. (B. 52)

Has held both of these positions with success. Special knowledge of motor business from both advertising and editorial side, also agency business. Lowest salary £600.

Copywriter and Journalist. (B. 54)

Lady with sound experience wishes to employ part time in advertisement copywriting; can produce good selling ideas. Has specialised in write-up copy for railway, book publishers, etc. Salary by arrangement.

SITUATIONS VACANT.

Box "Secretary."

Good stenographer, with agency experience, wanted in a large London agency. Able to act as secretary to the principal.

Box "Agency."

Copywriter (lady preferred) wanted in a large agency as Assistant. Excellent opportunity for capable applicant to gain experience and training which would mean advance into important position.

Box "Artist."

Thoroughly competent artist and lay-out man required in London agency. Only first-rate artist need apply. Good salary.

Box "Stores."

Good lay-out and copy man required for a London store. Salary £300.

Box "Junior."

A Lancashire engineering firm require the services of a young man whom they are willing to train for work in their Advertising Department. Commencing salary about £3 per week. One with good education and some knowledge of printing and advertising would be given preference.

Address all answers in first place to : Professional Bureau, THE ADVERTISING WORLD, Sardinia House, Kingsway, W.C. 2.

Indian & Colonial Advertising

Expert Advice from Personal

knowledge of Markets and 60 years' experience.

WRITE FOR PARTICULARS.

D. J. KEYMER & CO.

5 WHITEFRIARS STREET, LONDON.

Telephone No.: 5310 Holborn.



ADVERTISING COUNSEL



In the above booklet we show the various screens used in the production of Half-Tone Blocks, with explanations on the best screen to use for the purpose for which the block is required.

All users of Blocks should send for a copy of this interesting Booklet. It is FREE upon application to Head Office

SKETCHES, PHOTOGRAPHS, HALF-TONE, LINE AND COLOUR BLOCKS PRODUCED FOR ALL PURPOSES.

PRESS ETCHING CO., LTD.

12 WINE OFFICE COURT,
FLEET ST., LONDON, E.C.

Telephones:
Holborn 2907-8.

Telegrams:
"Collotype, London."

The Right Road

to the hearts of the Irish People, whether you have news to convey, or goods to sell, is through the columns of the national newspaper . .

The FREEMAN'S JOURNAL

ESTD. 1763.

The FREEMAN'S JOURNAL, Limited,
118 Fleet St., LONDON, E.C.

W. E. MAGILL,
Advertisement Manager,
27 Westmoreland Street, Dublin

P.S.

Ireland is on the threshold of an unparalleled economic development. Will you join in that prosperity?

COPY WRITER WANTED

Lady—or Gent. free from Military Service.

Retail Stores Experience preferred. Write

COMMERCIAL ADVERTISING SERVICE, LTD.,

54, Corporation St., MANCHESTER.

MEDALS

AND BADGES.

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTGRINI
Badge Manufacturer, **BOLTON**

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly

9^{d.}

640 pages

THE LONDON TIME-TABLE

AND RED RAIL-GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

General Offices: **Hampden House, 84 Kingsway, London, W.C.2**

Monthly

9^{d.}

640 pages

Special Features:—Steamship Guide, 'Bus Services, London Stores, "Where to Stay" in Town and Country, Leading Health and Holiday Resorts.

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during February and March, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

AN ANALYSIS of the advertising carried by various London daily, evening, weekly, and monthly journals during February and March, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

WIDTH OF COLUMNS: *Times*, 2½ ins.; *Telegraph*, 2½ ins.; *Post*, 2½ ins.; *Graphic*, 2½ ins.; *Mirror*, 2½ ins.; *Daily News and Leader*, 2½ ins.; *Express*, 2½ ins.; *Chronicle*, 2½ ins.; *Length of Columns: Times*, 22½ ins.; *Telegraph*, 23 ins.; *Post*, 23½ ins.; *Graphic*, 14½ ins.; *Mail*, 22 ins.; *Daily Sketch*, 24 ins.; *Daily News and Leader*, 15½ ins.; *Express*, 22 ins.; *Chronicle*, 19 ins.; *Daily Sketch*, 13½ ins.; *Mirror*, 13½ ins.

Sizes of COLUMNS.—*Northern Echo*, length 22½ ins., width 2½ ins. *Sheffield Independent*, length 23 ins., width 2½ ins. *Norfolk Eastern Daily Gazette*, length 24 ins., width 2½ ins. *Daily Dispatch*, length 23 ins., width 2½ ins. *Irish Independent*, length 22 ins., width 2½ ins. *Northern Daily Telegraph*, front page, length 21 ins.; inside, length 23 ins., width 2½ ins. *Yorkshire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2½ ins.

SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 2½ ins.
Glasgow Herald, length, 24½ ins., width, 2½ ins. *Sheffield Daily Telegraph*,
front page, 21 ins. : inside, length, 23 ins., width, 2½ ins. *Liverpool Daily*
Post, length, 24 ins., width, 2½ ins.

EDITORIAL NOTE.—In view of the shortage of paper, and the consequent severe limitations in the number of advertisements which the newspapers can now accept, we feel that a record of the amount of advertising carried by them day by day affords no true criterion of the relative popularity of the various daily papers as advertising media. We intend, therefore, until the situation again becomes normal, only to publish the totals for the month for the dailies—mainly that the condition of affairs during wartime may be on permanent record.

The Canadian Market for your Goods

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

LYDIATT'S

"What's What in Canadian Advertising"

1918 EDITION JUST PUBLISHED

Published at \$2 : post free for 8/6 from

"The Advertising World"

SARDINIA HOUSE,
KINGSWAY, W.C.2



"The work is very satisfactory indeed."

That's the kind of message "G&A" Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done, well mean satisfaction to your customer and to you. *Send us your next order.*
GARRATT & ATKINSON, Blockmakers, EALING, London W.

Interested in CANADA?

THEN
READ

Marketing

and Business Management

Monthly.
8/6 a year.

News of Canada's Selling Methods & Opportunities

Keep in touch with the Canadian Market—keep informed as to trade conditions, selling and advertising methods—*know* Canada as anyone doing, or desiring to do, business there *should* know it—familiarize yourself with Canadian advertising and selling practices. Read the monthly issues of

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THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
Feb. 28	9	7	5½	5	4½	Full
Mar. 7	9	5	5½	5	5	Full
14	9	5½	6	5	4½	Full
21	9	4½	6½	5	5	Full
28	9	5½	5½	5	5	Full
Total ...	45	26½	28½	25	24½	45½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies Field	Byzander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illustrated London News	Sketch	Queen
Feb. 28	42½	16	35½	28½	14½	10½	10½	14	Full	11½	22½	43½
Mar. 7	42½	18	36½	28½	19½	12½	12½	16	Full	10	23	26
14	42½	52	36	29½	18	10½	12½	17	Full	11	23	25
21	66	16	28	25½	18½	13½	12	16	Full	11½	23	28½
28	38	20	28	26½	15	8½	9	31	Full	9½	23	19
Total	232½	122	164	138½	85½	55	56½	94	76	53½	114½	142½

THE SUNDAY NEWSPAPERS—(COLUMNS)

Date	Observer	Sunday Times	News of the World	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	Empire News
	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
Feb. 24	28½ 6½	28 8½	2½ 1	14½ 13	9½ 9½	18½ 10½	14½ 5	9½ ½	10 ½
Mar. 3	27½ 6	28½ 7½	2½ 1	13½ 7½	9½ 9½	17½ 10½	15 4	9½ ½	10 ½
10	27½ 7	29 7	2½ 1	14½ 6½	9½ 9½	16½ 8½	14½ 5	9½ ½	10 ½
17	27½ 7	29 7	2½ 1	14 7	9½ 9½	15½ 9½	14 4½	9½ ½	10 ½
24	28½ 6	29½ 6½	2½ 1	15½ 6½	9½ 9½	7½ 6	14½ 5	9½ ½	10½ —
31	25½ 6	29½ 7½	2½ 1	14 8	9½ 9½	7½ 5	13½ 6½	9½ ½	9½ ½
Total	165 38½	173½ 43½	16 5½	86½ 48½	55½ 4½	84½ 50½	85½ 30	58 2	60½ 1½

WIDTH OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2 & 2½ ins.; Dispatch, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins. LENGTH OF COLUMNS: Observer, 22½ ins.; Sunday Times, 22 ins.; News of the World, 22½ ins.; Lloyd's, 19½ ins.; Dispatch, 22 ins.; People, 18 ins.; Reynolds's, 24½ ins.

THE POPULAR MONTHLIES—MARCH AND APRIL.

(DISPLAY AND CLASSIFIED—PAGES). Special Note—Insets are not included.

Date	Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor
March	56½	36½	34½	27½	14½	10½	23½	18½	40½
April	54½	32½	29½	26½	11½	10½	25½	18½	38½

Date	Connoisseur	Wide World	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain
March	56	21½	24½	14½	19	16½	14½	26½	10
April	53	22½	17½	16	18½	16½	14½	26½	10

THE LONDON EVENING NEWSPAPERS—(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
Feb.	190 18	141½ 59½	234 68½	157½ 52½	226½ 70½	147½ 12
March	198½ 18½	182½ 65½	270½ 68½	193½ 52½	215½ 66	167½ 13

WIDTH OF COLUMNS: Evening Standard, 2½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 2½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.

THE BRITISH MARKET

*A Guide and
Directory*



*for Overseas
Advertisers*

THE ADVERTISING
WORLD

HOW THE "CO-OP" MOVEMENT AFFECTS ADVERTISERS



THE growth in power and influence of the various co-operative trading societies and the extension of their activities into the manufacturing field is a phenomenon so interesting and thought-compelling to social students that it receives perhaps more than its due share of attention. It is consequently quite usually seen out of perspective, and taken as much greater and more portentous than the big thing it un-

doubtedly is.

From its first planting at Rochdale in 1846, on the basis of a membership of twenty-eight individuals and a capital of twenty-eight pounds, the co-operative store has grown and spread until it is to be found more or less patchily distributed over the entire country. In combination the six thousand societies control vast financial resources and do an immense trade.

Viewed at close quarters and alone it is not at all surprising that the "Co-ops" have indeed impressed many observers as a dominant feature in the commercial landscape.

In fact, important as they are, they are as yet very far from having obtained any such imposing position.

Small retailers still handle the bulk in the final stage of their passage from producer to consumer; but, even leaving them out of account, the advance made by the "Co-ops" is relatively less extensive than it is usually made to appear.

It should be remembered that the same period which has seen the rise of the "Co-ops" has also seen the remarkable development

of the great store and multiple shop organisations, and that the latter have both grown more rapidly and have attained much larger proportions than the former.

At the present time both are making way with notable speed, but the progress of the competitive organisations is decidedly more rapid than that of their co-operative rivals.

We do not say this at all by way of an attempt to belittle a power in retail trading with which every advertiser must reckon, but only to exhibit it in its true proportions.

The "Co-ops" control an enormous amount of retail trade, and they are strongest in those more densely populated markets which form the most immediately obvious objectives of the majority of advertisers.

Their attitude towards advertised—that is to say branded—commodities therefore needs to be understood.

The "Co-op" scheme includes manufacturing as well as trading. The policy underlying the practice of all the closely allied societies is to sell only "Co-op" goods in "Co-op" shops. They cannot do this at present—whether they will ever be able to do it is very much open to doubt—but they are steadily working towards a realisation of their ideal.

From the first the co-operative trading movement has been more than merely commercial in intention. It was, and is, the expression of a political creed. To this it has been indebted for a great deal of its success, for its growth has been concurrent with a general and continuous development of democratic ideals.

What has in the past been its strength may, however, in the future prove a weakness. Hitherto the co-operative movement has been maintained in a strict independence. It has not been allowed to form a connection with any one of the many sectional enterprises or organisations evolved during the progress of democracy towards political power. Now it shows signs of identifying itself with organised trades unionism and of taking a distinctive party political colour, and may very easily lose thereby much more than it will gain.

In any case it will readily be perceived that the attitude of the "Co-ops" towards competitive industrialism and trade has always been in theory one of opposition, and that this opposition has become more and not less pronounced as the passage of time has made it in practice more effective.

The advertiser cannot look for any assistance from the "Co-ops" that they are able to withhold.

Fortunately the "Co-ops" cannot refuse to supply a strong consumer demand, and their member-customers are as accessible as any other consumers to the advertiser's appeal.

They have to stock and handle a large variety of the branded goods of competitive advertisers. "Co-op" consumers are not unappreciative of the guarantee given by a tried and trusted brand-mark, and are not by any means too ready to accept a C.W.S. substitute for it, even when one chances to be available.

As things are, therefore, the "Co-op" stores provide fairly open channels for the distribution of advertised goods. If the advertiser will create the demand they cannot refuse to satisfy it except at a risk of losing support which they are wisely not willing to face.

Until commodities of "Co-op" manufacture are advertised as

JOHN BULL

ADVERTISEMENT RATES :

The page size (type area) of "John Bull" is now
11½ ins. deep by 9 ins. wide,

divisible into

4 cols. to page (each 12½ ems wide)
 at **£9 PER INCH**, single column.

5 cols. to page (each 10 ems wide)
 at **£70** per column or **£6 15 0** per inch.

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PER INSERTION

Half-Page Solus (under matter) **£175**

Title Corners on Front Cover, each **£20**

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(These special positions are invariably booked for some months ahead, but the dates available will be supplied on application.)

PHILIP EMANUEL
 Advertisement Manager
ODHAMS, LIMITED
 85-94 LONG ACRE
 LONDON, W.C.2.

Telephone No. : Gerrard 9870 (seven lines)



energetically and intelligently as those of private manufacturers this state of affairs must in the main continue. The "Co-ops" as manufacturers must compete in the open market with outside rivals before they can secure the support even of their own members.

Those advertisers before whom the "Co-op" menace has loomed black and ominous may in this find more than a grain of comfort.

There is an enthusiastic minority of fervent followers of the co-operative faith, but the bulk of the members of "Co-op" societies have joined solely because they imagine it will save them money to do so. The dividend on purchases is an overwhelming attraction, but they do not the less intend to buy what they like. They are not so interested in the "Co-op" creed that they are willing in the smallest degree to sacrifice their inclinations to it.

The "Co-op" member who wants Brown's pickles or Smith's soap is quite ready to buy them where a discount on the usual selling price can in effect be obtained, but is not ready to accept "C.W.S." alternatives instead of the desired brands.

Therefore, in spite of their own cherished beliefs, it seems that the "Co-ops" will have to go on acting as distributing agents of competitive advertisers for a long time to come.

Only advertising active and continuous enough to create and maintain a demand that cannot be ignored will, however, make them render the advertiser their unwilling but very valuable aid. The moral is obvious.



THE CO-OPERATIVE SYSTEM AND THE NATIONAL ADVERTISER

By H. VAL FISHER

WHATEVER HIS private opinions on co-operativism may be, the manufacturer of a branded article, selling to the general public through retail channels, cannot afford to ignore an organisation which claims 3,500,000 members (1 in 18 of the total population of the United Kingdom), has approximately 6,000 retail branches, and an annual turnover of £121,000,000.

The opponents of the co-operative system assert that it has many unfair advantages over the private trader—that the "co-op." store is allowed to trade without the payment of income tax—that in certain districts workers are practically blackmailed by their foremen or Trade Union officials into joining the local society—and that a large amount of free publicity is given to the movement by newspapers deriving their income from the *paid* publicity of the advertiser.

IV

In this article I do not propose to deal with the political side of the question, but by facts, figures, and deductions, to show the national advertiser how the system affects him, where co-operativism is strong, and where it is weak, the class of buyer it attracts, and the attitude of the whole sale and retail societies towards the branded article advertised by the manufacturer to the consumer, and sold at fixed prices. An analysis of the replies to a series of questions put to a number of national advertisers of a wide variety of goods which, by the kind permission of the firms interested I am enabled to include, will be found of value, particularly to the new comer.

While I have endeavoured to steer clear of the political and controversial aspects of the question, I have included some comments on the system taken

April, 1918

**ADVERTISING IN ENGLAND.
WHAT ADVERTISERS SAY ABOUT
THE ERWOOD AGENCY**

AND YET ANOTHER LETTER

The series of letters which are being published month after month from American and British Firms whose advertising appropriations are entrusted to the Erwood Agency should interest all advertisers, both British and American, seeking High-Class, Result-Pulling, and Novel Advertising Service.

THE MULLER LABORATORIES, LIMITED
Manufacturing Chemists and Scientific
Food Specialists

Messrs. Erwood Limited,
Advertising Agents, etc.,
30 Fleet Street, London, E.C. August 24th, 1917.

TO WHOM IT MAY CONCERN.

We wish to express our sincere appreciation of the good work that Messrs. Erwood have done for us during our business connexion with them.

In our five years' experience our instructions have been invariably executed with efficiency and rapidity, and we have also been gratified to see an unsparing close attention given to many trifling details, which, though apparently unimportant, contribute (as every advertiser knows) so materially to profitable results.

In addition to the foregoing, the many constructive suggestions that Messrs. Erwood have made to us from time to time have been of most helpful assistance, and we say this with pleasure, because as our agents know we are experienced advertisers.

Signed for

THE MULLER LABORATORIES LIMITED
W. H. Smith, Director.

If you want advice on British, Foreign or Colonial Advertising, consult Mr. V. J. Reveley, the Managing Director. All inquiries receive his personal attention.

W. L. ERWOOD, LIMITED, ESTD 1890
International Advertising Specialists and Commerce Promoters
30, 31 & 32, FLEET STREET, LONDON, ENGLAND
Telephone: Holborn 1193. Telegrams and Cablegrams "Banningad, Fleet, London."

April, 1918

from a report made by two sympathisers with the movement having special facilities for investigation, and these will serve to indicate points of weakness and strength.

To the reader who, impressed by the huge figures relating to this business, is inclined to be pessimistic, I would say that figures relating to large bodies of consumers always look imposing until they are compared with other figures. Considering the many advantages claimed for this system of trading, it is surprising how little progress it has really made. In a much shorter time than it has taken to build up the 6,000 retail "Co-Op." Stores, six firms in the grocery business have built up an aggregate of 3,200 branch stores, thirty firms in that business owning over 6,000 shops. I could give several groups of six capitalists who—commencing with little or no capital and making or selling similar goods to those made and sold by the "Co-Op." Societies—have, since the introduction of co-operativism in 1844, built up business with a much larger aggregate turnover.

It is also a significant fact that in the areas where co-operativism is strongest, both multiple shops and private traders have made the greatest progress. Many of the privately owned multiple-shop systems had their birth in "co-op." strongholds, and they have progressed at a far greater rate than have the local "Co-Op." Societies.

Other points of special interest include the internal troubles of the co-operative system. Certain of the retail societies—including the largest in the country—viz., that at Leeds, with a membership of 47,252 and a turnover of £1,606,000—having become so large, now stand aloof from membership of the wholesale societies, their reasons as stated in the report being "these claim that however useful the C.W.S. may be to smaller societies, they are themselves able to buy more advantageously for their members by taking full opportunity of the open market." This appears to upset the basic foundation upon which the whole system is built.

Two other items of first importance

to the national advertiser are, the dividend and quality. Undoubtedly the offer of a dividend on purchases has been the greatest factor in the growth of the system. Shorn of this attraction co-operativism, even if it did not tumble to pieces, would suffer severely.

In the report referred to the following significant comment is made: "The most favourite subject of discussion at the meetings of members of retail societies seems to be the amount of the dividend—a 'drop in the divi' almost always bringing a full meeting and much criticism. Other subjects discussed are: 'Factions on the Committee,' 'grievances of the employes,' 'high prices,' and 'complaints with regard to the quality of the goods.'" The payment of the "dividend" upon purchases of branded goods sold at fixed prices is, of course, of first importance to the national advertiser, several big lawsuits having been fought on this issue. Generally speaking, the goods manufactured or packed by the C.W.S. for sale through retail societies compare unfavourably with the goods produced by capitalistic forces, for which in practically every case they are intended as a substitute.

Just how the national advertiser should treat the co-operative trade is purely a question for himself—whether he should increase his advertising to combat it in areas where it is strong, or whether he should concentrate more upon "open market areas" is entirely a personal matter. Statistics show that throughout the United Kingdom the average purchases per member amount to £34·57 per annum, and as this figure obviously does not represent the total spending power per household, it is quite evident that co-operators still spend a good proportion of their income with private traders. Also there can be no possible doubt but that the bold advertising of goods of quality has forced both retail and wholesale societies to stock such goods to meet the consumer demand.

While this article is confined to dealing with the situation in the United Kingdom, the reader, particularly the American manufacturer coming into the European market, will be interested

(Continued on page X.)

America-Britain-and the War

WHAT IS AMERICA DOING?

WHAT WILL SHE DO?

The Sunday Times

*presents answers each week to
these truly momentous queries in*

AMERICAN INTERPRETATIONS

*from the pen of EDWARD
MARSHALL, an American
writer, for the war resident in
England, internationally known
and the head of a great news-
paper organisation supplying
the American Press with
European war-intelligence*

By **The Big Three**

THE GREAT

THE BIG THREE that counts most is the eternal trinity of father, mother and child. Upon it is based the whole of human society, all the arts and sciences and every achievement of industry and commerce.

Some advertisers chiefly devote their attention to one member of this big three, some to another ; but most very rightly regard it as a unit and not as a collection of individuals, and advertise to the family. The family as a family consumes far more than its individual members would do if separated. It is a household, and calls for equipment as such.

In the great industrial areas covered by "The Big Three" of newspaperdom are thousands upon thousands of such families. They are, for the most part, the families of highly-paid skilled workers—they are in possession of incomes which not only permit them a first-class equipment of household necessities, but justify an indulgence in all those "extras" that transform a house into a home.

THE NORTHERN ECHO, SHEFFIELD INDEPENDENT, and BIRMINGHAM GAZETTE dominate huge circulation areas which are being kept at the top pitch of their always high purchasing power by the illimitable demands of the Government for war munitions, and which must inevitably be maintained in that position for many years to come by the demand for the material of reconstruction. ¶ No other group of daily newspapers covers a combined constituency of such value to advertisers.

REMEMBER that while you are "standing by" other advertisers are firmly establishing themselves in the goodwill of Big Three readers. Why not secure your share of the Business?

To The Big Three

"HOME" PAPERS



London Office - 17 BOUVERIE ST., E.C.4

'PHONE : 5107 CITY

April, 1918

to learn something of the conditions in other European countries. Russia has (or had) 40,000 societies with 12,000,000 members, and so late as 1917 an agreement was drawn up for associating Russian societies with those of Ireland, which are mainly small agricultural productive societies. Germany, France, and Italy have each a larger number of retail "co-op." stores than the whole of the United Kingdom, but the volume of business done by the English, Scottish and Irish co-operative wholesale societies is half as large again as that of the whole of the rest of Europe put together. The explanation of this apparent discrepancy is that the retail societies on the Continent are more of the nature of associations of consumers banded together to purchase collectively in the open market rather than from co-operative productive or distributive societies.

To the writer the weakness of the co-operative system as a whole seems to be the lack of appreciation of brain power—individual initiative and driving force in those at the head of affairs.

Not only are the managers of the majority of the retail stores notoriously underpaid in proportion to their responsibilities, but, according to the report I previously referred to, the highest salary in the whole co-operative movement—and this is quite an exceptional case—is £1,200 a year. The directors of the English C.W.S., who actually control 23,000 employes and a turnover of £33,000,000, receive a salary of £375 per annum. The highest salaried co-operative post in Germany is that of general manager of the wholesale society—viz., £600. The Hamburg Co-operative Society, with a membership of 67,191, and a turnover (which has so far doubled every 2½ years) of £1,085,000, pays no higher salary than £250.

SOME CO-OPERATIVE STATISTICS.

	1914.	1915.	1916.
Number of retail societies ...	1,385	1,374	1,350
Number of members	3,054,297	3,264,811	3,520,227

On joining a retail society a member is compelled to take out at least one

The Graphic

IS THE LEADING ILLUSTRATED WEEKLY
OF WORLD-WIDE CIRCULATION AND REPUTE

IN addition to its very large circulation at home and abroad, it is to be found in all the best Clubs, Hotels, Libraries, Reading Rooms and Restaurants throughout the World. There is no weekly illustrated paper that can give such world-wide publicity at a moderate cost as

For further particulars
and rate card send to
GEORGE SPARKES
Director of Advertising
Tallis House, Tallis
Street, London, E.C.4

THE GRAPHIC

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at CAPETOWN, SYDNEY, BUENOS AIRES

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

THE UNITED STATES— A MARKET FOR BRITISH GOODS

One Hundred Million People worth Two
Hundred Billion Dollars

The two great English-speaking nations, drawn together by the ties of common sacrifice, are awakening to the tremendous possibilities of closer commercial relationship. Many British manufacturers, who have hitherto paid little attention to the American market, are now preparing to cultivate it vigorously and systematically. They are planning advertising for America as a necessary means of securing quick access to the richest market the world affords.

AN ENGLISH-AMERICAN ADVERTISING SERVICE

To assist English manufacturers in developing American trade, and to help American enterprise build British business, we have maintained for twelve years an International Advertising Company with offices in London and Chicago. We are entrusted with the advertising of leading manufacturers of

Motor Cars.	Power Pumps.
Arms and Ammunition.	Wearing Apparel.
Powder and Explosives.	Electric Batteries.
Bedsteads.	Iron and Steel Products.
Fountain Pens and Typewriters.	Patented Process Roofing, etc., etc.

We have acted for such manufacturers for a great number of years—and the list is steadily increasing.

A letter of inquiry may be the means of bringing you in touch with a new market of infinite possibilities.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors:

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

(usually £1) share. This is generally done by paying 1s., the balance being spread over a number of weeks. The total share capital of the retail societies is £47,153,203, equal to £13·39 per member.

The annual turnover of these societies was as follows: 1914, £87,964,229; 1915, £102,557,779; 1916, £121,688,550; equal to £34·35 per member.

The decrease in the number of retail societies is accounted for by amalgamations. In comparing annual turnovers it should be remembered that the price of many commodities in 1916 was double that of 1914.

There are 101 productive societies (exclusive of the wholesale societies), employing 10,284 workers and producing goods to the value of £1,461,491.

England, Scotland, and Ireland have each their own co-operative wholesale societies. Whilst these work independently, they have certain joint arrangements under which they own collectively tea plantations and other interests. As I propose to show the relative strength of co-operativism in

various districts later in the article, I have grouped the turnovers of the three wholesale societies together, as below: 1914, £44,336,196; 1915, £54,895,480; 1916, £67,212,861; equal to 55·23 per cent. of the total trade of the retail distributing societies. From this it appears that nearly one-half of the goods sold by the retail stores is purchased in the open market, but due allowance should be made for the fact that a proportion of this is represented by local grown fruit, vegetable and other unmanufactured produce.

The total number of workers employed in all branches of co-operativism is 158,715, of whom 62,401, equal to 39·32 of the whole, are engaged on the productive side, and 96,314, or 60·68 of the whole, are engaged in distribution.

A certain amount of credit trade is done by these societies, the amount owing by members at the end of 1916 being £1,485,211, an average of £·42, ranging from £1·12 in Ireland to £·18 in the Midland Section.

Of the countries which make up the

The Centre of Billposting is at Leeds—the Ideal Spot for Covering the Kingdom

Leeds is the natural centre—not London. It is geographically central, saving freight. It is the home of the parent house of British Billposting, the *Service Billposting Contractors*—

Detailed costs, town by town,
and all practical information
for Advertisers will be found in
Mr. Cyril Sheldon's great book

"BILLPOSTING"

(Price 11/- post free)

THE ONLY MANUAL IN
EXISTENCE.

Sheldon's

85-87 COOKRIDGE STREET,
LEEDS



SEE LONDON
AND
SEE YOUR ADVERTISEMENTS
IF
THEY ARE PLACED ON
THE MOTOR BUS.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY LTD.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

WHERE CO-OPERATIVISM IS STRONGEST.
Membership of Retail Distributive Societies.

Section.	1914 Number.	1915 Number.	1916 Number.	Purchases per Member. £	Increase for year 1916.
Irish	22,518	24,126	28,329	33-84	2,203
Midland	399,243	435,144	472,185	29-60	37,041
Northern	351,169	374,535	403,354	42-19	28,819
North-Western	1,207,961	1,269,257	1,351,308	33-15	82,051
Scottish	454,119	478,420	514,327	46-79	35,907
Southern	399,366	440,511	482,085	25-77	41,574
South-Western	114,408	125,347	136,498	21-17	11,151
Western	105,513	117,471	134,141	42-08	16,670
United Kingdom	3,054,297	3,264,811	3,520,227	34-57	255,416

United Kingdom, Scotland is by far the strongest in co-operativism. With a total population of 4,759,342, it has about half a million co-operators. The Scottish C.W.S. had in 1916 a turnover of £14,502,410, representing 60·26 of the total turnover of the retail societies in Scotland. From this it would appear that the Scottish C.W.S. has a much greater hold on the trade of the retail societies than has the English wholesale society; but it does not necessarily mean that they sell a greater proportion of goods of their own manufacture or packing. Whereas the English C.W.S. only admit to membership organisations which are purely co-operative in character, the Scottish C.W.S. under certain conditions allows the private manufacturer to become a member.

England and Wales, with a population of 36,075,269, has about 3,000,000 co-operators, the English C.W.S. in 1916 having a turnover of £52,230,074, equal to 53·50 of the "co-op." retail distribution trade of England, Wales, and Ireland.

Ireland, with a population of 4,381,951, has only 26,329 co-operators. This country has no C.W.S. on the lines of Scotland and England; apparently it draws its supplies from the English society. There is, however, an Irish Agricultural Wholesale Society, doing a wholesale distribution trade to the value of £479,877.

The foregoing table, showing membership by section, together with the table which follows, showing towns with local societies having a turnover of £400,000 per annum or more, serves to indicate the strongholds of the

system. A notable feature of co-operativism is its great strength in towns containing large bodies of trade unionists, and in particular in towns where big engineering or railway plants are situated. In addition to the towns enumerated in the table, I would mention Crewe, Swindon, Doncaster, York, and Lincoln. In these places, while their population and comparative isolation does not enable their trade to reach the £400,000 mark, in several cases they do a larger proportion of the district trade than do some of the bigger societies in more populous centres.

LOCAL SOCIETIES HAVING ANNUAL SALES OF
OVER £400,000.

Names	Members.	Annual Sales.
Leeds (Industrial)	47,252	1,606,103
Edinburgh (St. Cuthbert's)	43,804	1,710,357
Plymouth	40,149	776,069
Barnsley	39,691	1,255,871
Bolton	37,089	938,979
Woolwich (London)	34,307	751,464
Stratford (London)	30,563	713,438
Sheffield (Brightside)	29,006	743,633
Pendleton	28,510	753,780
Derby	28,222	733,087
Newcastle-on-Tyne	25,445	736,356
Preston	23,430	505,697
Birmingham (Industrial)	23,300	440,440
Bradford (City of)	21,363	581,460
Rochdale (Pioneers)	20,747	408,039
Leicester	19,489	470,715
Middlesbrough	18,567	449,759
Glasgow (Kinning Park)	18,355	564,716
Oldham (Industrial)	17,868	598,549
Bishop Auckland	17,863	617,907
Burnley	17,803	528,002
Aberdeen	17,677	771,416
Eccles	17,344	529,228
Glasgow (St. George)	15,134	505,599
Leigh	11,638	498,544
Ryhope and Silksworth	10,135	424,354

(To be continued.)

The ONLY way to reach
effectively all ranks of the
AMERICAN ARMY in Europe is

DAILY

Through the pages of the ARMY
EDITION of the

Chicago Tribune

and

WEEKLY

Through the pages of the

Stars and Stripes

the official publication of the American Expe-
ditionary Forces authorised by the Commander-
in-Chief, A.E.F., and published every Friday

*This Unique Combination is always to be found wherever
Americans are quartered whether in England or France.*

GENERAL ADVERTISING AGENTS
FOR GREAT BRITAIN

The DORLAND AGENCY Ltd

16 Regent Street, London, S.W.1

THE MULTIPLE SHOP SYSTEM AND THE NATIONAL ADVERTISER

Some Facts and Figures relating to an Important Section
of Retail Distributing Machinery in the British Market

By H. VAL FISHER

WE PRINT this month the concluding portion of Mr. Fisher's article, of which the first part was inserted in our February issue. In the lists given below endeavour has been made to include every firm owning ten or more branch stores, and in a few cases where the branches are unusually large smaller numbers are included. Approximately for every firm owning ten or more shops there are twenty owning from two to ten branches. Appended is an explanation of the index numerals and marks used in the tables appearing in this or the preceding issues.

- (1) Sell only goods of own manufacture.
- (2) Feature goods of own make, but stock other brands, advertised or unadvertised.
- (3) Welcome advertised goods within the scope of their trade.
- (4) Large branch shops with big turnovers.
- (5) Not all under name given, but ordering through Head Office.
- (A) Approximate or estimated number of branches, not verified by firm.

Situation of Branches.—A blank under "Where situated" column indicates that branch shops are in the district round head office.

WINE & SPIRIT MERCHANTS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Foster, T., & Co., Ltd.	London	32 (3)	—	Mackie & Gladstone	Birkenhead	18 (5) (2)	—
Ten-per-Cent. Wine Co.	London	10	—	Victoria Wine Co.	London	80 (A)	—
Smith, A. J., & Co., Ltd.	London	33 (3)	—	Booth, Jas.	Liverpool	9 (A)	—

Whilst primarily established to sell wines and spirits in bottles, some of these stores stock certain lines of foods, cordials, etc. There are in addition many hundreds of shops which are maintained by brewers as order receiving depôts. In securing distribution for wines, cordials or similar articles, it should be noted that a proportion of the grocers in this country hold licences to sell wines and spirits in bottles.

1d., 3d., 6d. and 1s. STORES.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Woolworth, F. W., & Co., Ltd.	London	75	Brit. Isles	Marks & Spencer, Ltd.	Manchester	150	Brit. Isles
Fleeman's Bazaars, Ltd.	Nottingham	—	—	Domestic Bazaar Co., Ltd.	London	60 (A)	Brit. Isles

Messrs. Woolworth are the well-known 5 and 10 cent storekeepers of America. In this country they restrict themselves to the sale of articles selling at 1d. 3d., and 6d.

WOMEN'S HOSIERY, KNITTED GOODS, KNITTING WOOLS.

Name	Head Office	No. of Branches	Where Situated	Name	Head Office	No. of Branches	Where Situated
Hosiery Mfg. Co.	Glasgow	41	—	Scottish Wool & Hosiery Stores (Fleming, Reid & Co., Ltd.)	Greenock	260	Brit. Isles

Bus Sch

The ADVERTISING WORLD

MAY 1918

PRICE 1/-

HARVARD UNIVERSITY LIBRARY
JUL 11 1918
RECEIVED IN THE SCHOOL
OF THE GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

ADVERTISERS WHOSE GOODS "GO FOREIGN"

or who wish them to, should realise that

"PUNCH'S" FIELD IS THE WORLD

ALL Britons abroad, many of them in control of vast enterprises, deem *Punch* not least among their links with home. To them *Punch* pays his weekly call, cheers them with his wholesome humour, keeps them *au fait* with the brighter side of life in the old country, and brings brightness to their own. How eagerly every page of *Punch*—from cover to cover—is read by Britons in every clime many advertisers can testify. Wonderful business results have been traced directly to *Punch's* Foreign Sale.

You—if you would seek the patronage of Britons scattered far the wide world over—can choose no better medium to reach them than *Punch*, with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C.4



Smaller newspapers call for smaller advertisements.

Some classes of advertisements in the "Northern Daily Telegraph" have already been limited to a fixed percentage of the spaces occupied by them during the last two months.

Smaller advertisements are the only alternative to the repeated refusal of the advertisements of many regular users of "Telegraph" space.

NORTHERN DAILY TELEGRAPH

Head Office
BLACKBURN

London Office
85 FLEET STREET

The Craft *of the* Photo-Engraver

*Difficult Work is the test of
the Craftsman's Skill*

Block Making that is out of the ordinary gives us the opportunity to make good our claim to be "craftsmen" in engraving. The aim of all craftsmen is perfection, and every step forward, every difficulty surmounted but increases the craftsman's desire for further problems upon which to exercise his skill.

That is why we ask for those jobs which are difficult and "tricky." We do not claim to make a success where every one else has failed, but we do relish the opportunity to try.

Phone for MR. CRASKE
HOLBORN 2529

and make an appointment for him to call. The more difficult the task the more anxious we are to master it. Nothing is too small to interest us if it interests you.

Alfred Craske & Co
Makers of "Better Blocks"
at 5 East Harding Street
FETTER LANE, E.C.4

The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

MAY, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries; single copies will be sent for 1s.

LITERARY AND ARTISTIC CONTRIBUTIONS, whilst not solicited, will be carefully considered; but the Proprietors cannot be held responsible for the safety of such contributions or guarantee their return in case of non-acceptance. All MSS., Illustrations and Specimen Advertisements submitted should bear the name and address of the sender.

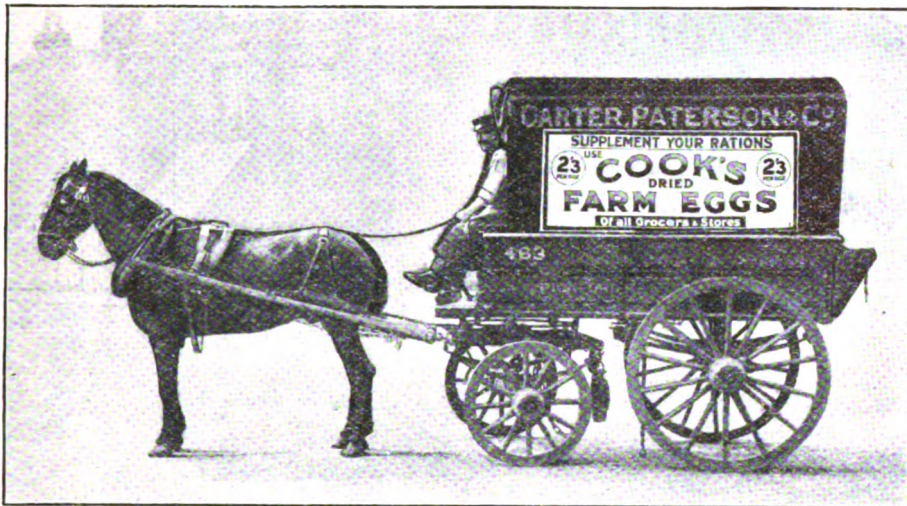
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'PHONE: 2269 HOLBORN

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BOOK AHEAD!

To secure spaces on the vans of
CARTER, PATERSON & CO.
and allied services it is necessary to book
ahead. Remember—

J. WEINER'S "Van-Ad" Poster Service
is a complete service. It includes designs
and sketches—printing the posters—main-
taining upkeep and renewals—and a monthly
statement with carriers' official certificates
giving the distinctive number of each van
carrying the poster and the depot from
which it operates.

Full particulars on application :

J. WEINER'S "VAN-AD" POSTER SERVICE

Sole Agent for the Advertising on Carter, Paterson & Co.'s (allied services) & other first class Vans

**32 Shaftesbury Avenue,
London, W.1**

Telephone :
1128 Gerrard (3 lines).

Telegrams :
"Lithoprint, Piccy, London."



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Professional Advertiser.

AUTHOR
of
"Scientific Distribution."

"Mr. Higham has raised the Art of Advertising to the dignity of a Science"
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ADDRESS
50 LUDGATE HILL, LONDON, E.C.4

Telephone : Central 4428, 3 Lines
Telegrams or Cablegrams : "HIGHAMADS," London.

The ADVERTISING WORLD



EDITED BY SIDNEY ALLNUTT

PRINCIPAL CONTENTS

Women's Work in Advertising — Advertising Beauty Specialities—A Concrete Campaign — Club and Law Reports

THE ONLY INDEPENDENT ADVERTISING TRADE PAPER PUBLISHED IN GREAT BRITAIN
NO PRINTER, ADVERTISING AGENT, NEWSPAPER OR ENGRAVER HAS THE
SMALLEST INTEREST IN ITS PROPRIETARY OR ANY VOICE IN ITS CONTROL

FEELING THE PINCH



OUR readers must have been watching, we hope with sympathy and understanding, the gradual shrinking in size of *THE ADVERTISING WORLD*. It now presents but the shadow of its peacetime bulk; though we dare to think that its concentrated quality still makes it remarkably good value for much depreciated money. For many months—in fact, for a year or two—past the production of the paper has cost so much more than of old that we should have been fully justified in doubling our charges both to readers and advertisers. We were, and are, however, content to “carry on” without much regard for profit in such times as these; and shall continue to give the advertisers and advertising men whom we serve the best value that is at all consonant with prompt payment of running expenses.

In short, we are quite ready to adopt the advice we have so often had to offer lately, and to continue doing business with more regard to giving than getting at present—though we assuredly trust to receive our reward in goodwill later on.

The strain to which we have been subjected has had its effect upon our less firmly established contemporaries. The British monthly known for a time as *Printers' Ink*—born with a title and upon an inspiration coming from America—and lately entitled *Selling and Advertising*—another description of Trans-Atlantic origin—has had to bow before a storm it could not weather, and cease publication for the time being. THE ADVERTISING WORLD is once more what it was for so many years, the only periodical publication devoted to the interests of advertising.

There is a weekly once made live and effective by an editor who has too soon joined the majority, but we hope to be forgiven for saying that it has for some time worn all the hues of dissolution and is only the ghost of its former self.

We do not at all rejoice in the disappearance, temporary or permanent, of a periodical that in a measure competed with our own. Our opinion was and is that the advertising business, both in magnitude and importance, should be well able to support two or three Press organs devoted to its interests, and that the stimulus of friendly competition between such publications operates to the benefit of each one of them, and of the business they in common represent.

Moreover, it is as well that comment upon current happenings in the world of advertising should be forthcoming from observers occupying different points of view. The interests more or less intimately involved in modern advertising operations are so many and various that it is extremely difficult for any one commentator, however judicially-minded and impartial in intention, to hold the scales evenly between them all.

So in less troublous times we hope to see the trade Press of advertising at full strength.

Meanwhile, it is up to us to "carry on" single-handed, and to represent as worthily as may be the great interests, both moral and material, connoted by the word "advertising." We are quite prepared to do so even though accorded only a tithe of the support from advertisers, space sellers, and printers, to which by our record we deem ourselves to be fully entitled.

With our great friends of the daily and weekly Press we may dwindle, but we shall not disappear; nor shall we cease to stand for all that is solid and enduring in modern organised publicity as against all that is fraudulent and fleeting.

Upon what we have done for the advertising business in the past, we base our claim for support in the present, and build with confidence our hopes for the future.

The time of trouble in testing has proved our strength. The independence which has made us many enemies has discovered for us many more friends; and we enter upon what we hope and think will be the last lap of an arduous war career with much more vigour and confidence than we faced the course in 1914.

To those who have helped us forward so far we tender our thanks; and trust that they and the many others equally interested will do everything possible to enable us to keep our flag and theirs bravely flying, notwithstanding all the fierce assaults and insidious undermining of wartime circumstance.

SPACE—DEMAND AND SUPPLY



HE letter published on page 252 is fairly typical of a considerable number of complaints we have received from advertisers. In this case, as in some others, the advertiser is one who is in the first flight of large space users in the Press in normal times. That he does not wish his name to be mentioned is perhaps understandable.

We publish the letter because it will serve to express a dissatisfaction that is both more widespread and more profound than newspaper publishers seem ready to recognise.

General advertisers feel very strongly that they are being treated with much less than due consideration in the allotment of the now very limited amount of space available in the more popular Press media.

They particularly resent what they regard as the unfair preference given to drapery houses and department stores as against themselves.

And in not a few instances a mild irritation is raised to acute exasperation by the off-handed discourtesy of a few innately ill-mannered advertisement managers who see no reason any longer to pretend politeness towards advertisers whose goodwill has, as things are, become immaterial to them.

There may not be many advertisement managers of this type, but there are some ; and they are arousing an amount of bad feeling that may react upon all of their kind, innocent as well as guilty, in the future.

In the more material cause of complaint, the apportionment of advertisement space much in demand, we do not at all think that advertisers of any class have in reality so much ground for feeling aggrieved as they imagine.

They know their own difficulties ; but they do not know the difficulties of the advertisement manager—which nowadays assuredly are not small.

If his paper happens to be one of those most favoured by advertisers the demand for space is now sure to be wildly in excess of the amount available : and there is not a claimant who does not firmly believe himself fairly entitled to special consideration.

To allot the space on a strictly pro-rata basis is impossible. The amount of space given to each individual advertiser cannot be cut down beyond a minimum without rendering it practically valueless : and the minimum that is in effect irreducible differs in each case.

We know how carefully and anxiously most advertisement managers are trying to do their best for the advertisers whose past support they appreciate to its full value. Their judgment may err, but we do not for a moment think that the error of favouring deliberately one advertiser, or class of advertisers, as against another can be laid to their charge.

If drapers and department stores seem to obtain exceptional facilities there is this to be remembered—their advertisements are of a "news" character and their insertion does not admit of delay. The exclusion that is no doubt damaging to the general advertiser must to the "news" advertiser be absolutely destructive.

Patience and forbearance are not easy virtues for energetic advertisers to practise, but we think newspaper publishers and advertisement managers may reasonably ask for their exercise in the circumstances that now beset us.

TAXING ADVENTURE



THE ingenuity with which officialdom frequently continues to block the way of any advance, more especially if it is of a commercial character, has seldom been more strikingly exemplified than in the refusal to admit not merely only reasonable advertising, but much unavoidable depreciation of plant as expenditure offsetting increment in respect of Income Tax assessment.

We here say officialdom, because the Government is probably not at all in fault. It means more kindly towards industry and commerce nowadays that it has ever intended before; and has endeavoured to give its good intentions some practical expression in many several directions. Unfortunately it has not always realised the effect of the filtration of its ordinances through the channels of officialdom. Ministers must often be surprised to find that the operation of their edicts is not at all in accord with their intentions, because of an entirely unanticipated interpretation by departmental underlings.

The plain intention of our elected and responsible legislators, often hammered into what is supposed to be definition after prolonged discussion, ought not to be at the mercy of odd knaves-in-office whose own idea of general regulations seems to be that they should be made as particularly restrictive as possible.

These gentry are left with a great deal too much power of an irresponsible character. The treatment of manufacturers and traders in respect of income-tax assessments depends often very largely upon the attitude of the individual official with whom they are immediately concerned. It is a necessary, and one of the least grave, consequences that there is no uniformity of practice in the matter of income-tax assessment, and that a sense of injustice is often added to the income-tax payers' more solid reasons for discontent.

At this, of all times, it is to be deplored that any action should be made by the powers that be to discourage enterprise and efficiency in British industrial and commercial affairs.

And a refusal to make just allowance for advertising is as direct a blow aimed at the one as a similar refusal to allow generously for depreciation of plant is at the other.

Our manufacturers and merchants with the caution and conservatism that figure so strongly in British character, need to be encouraged towards adventure in trade creation and severity in "scrapping" obsolete plant, not held back.

By most competent and impartial observers it has been remarked

that certain notorious shortcomings of British business men in the past can very plainly be traced to their want of imagination and courage in dealing with these two very important questions.

Such Government action as is now being taken is, quite rightly, largely devoted to remedying matters in these particulars, and it will be a paradoxical absurdity beyond even our own rather wonderful precedents, if the rag, tag and bobtail of permanent officialdom are once more allowed to override the will of both our rulers and ourselves.

This sort of thing may have been amusing once—it was a costly kind of amusement at any time—but it is certainly a luxury which cannot be allowed to even the most lively sense of humour in these days.

We are glad to note that within the past week or so some attempt has been made to come to a fair arrangement regarding depreciation allowances by agreement between the Board of Inland Revenue and representatives of the leading industries. Whether the allowances thus sanctioned are sufficient or not, this is emphatically a move in the right direction.

If it is extended, as we hope it may be in the near future, to advertising expenditure, two very serious handicaps adversely affecting British industry and commerce will have been removed.

IMPORTANT FUNCTION OF ADVERTISING



It is an accusation very commonly brought against advertising that it induces an unnecessary increase of expenditure on the part of people of limited means and creates wants that would not be felt but for its insidious suggestions.

The attitude of those who indict advertising on this count shows that they consider the very indictment—to which all good advertising men must be proud to plead guilty—equivalent to condemnation. Perhaps there might be some reason for their attitude if advertisers and advertising men were busily engaged in creating new wants to-day when the need for economy is so imperative. But they are not doing so.

In ordinary times they certainly do increase the wants of the great mass of people, and therefore help to raise the standard of living.

The idea that the people are happiest and most to be envied who want least is entirely fallacious. As Lord Lytton said in a passage that recently came under our eyes: "A most vital error of the ancients (is) that philosophy taught that men should have few wants, and made it a crime to increase, and a virtue to reduce, them. A legislator should teach, on the contrary, that man should have many wants: for wants are not only the sources of enjoyment—they are the sources of improvement; and that nation will be the most enlightened among whose populace they are found the most numerous."

This is a proposition not at all difficult to prove, and it provides more than sufficient justification for a great deal of advertising that is by many regarded with disfavour.

WOMEN'S WORK AND WAGES IN THE ADVERTISING BUSINESS

THE ARMY and allied war services have taken a large number of the most promising of the younger generation of advertising men away from their business.

Many of them will never return, because they have given their lives to their country; others will never again be fit for continuous work, even if they can do a little now and then; others, again, physically fit beyond all their previous experience, will not be willing to return to a sedentary occupation, but will find their way into more active pursuits.

This means that after the war the demand for skilled labour in the advertising business will very greatly exceed the supply. Unless the war ends in a peace so unfavourable to us that our industrial and commercial operations will be paralysed—a contingency which there is, thanks to the splendid fighting men of our own and our Allies' armies, no reason to take into account—there must be an unprecedented outbreak of advertising activity in the early years of peace.

The competition for markets both at home and abroad will be keener than it has ever been before; and scientific advertising must be the means employed by producers, war stimulated to a hitherto unknown pitch of efficiency, to find a sale for their goods.

Practically all able advertising men, who are not on service, are even in these days of restriction overworked to the verge of breakdown in coping with the volume of current business.

AN OPENING FOR WOMEN.

The small amount of assistance that they will obtain from advertising men released from the Army will not be in the least adequate to enable them to meet the strain that will inevitably be thrown upon them when peace comes.

There are, consequently, the very best prospects before intelligent young people of both sexes who will at once devote themselves to mastering as much of the art and craft of advertising as can

be learnt outside the office of an advertiser or agent—which is quite enough to enable them to commence practical work with a very valuable advantage.

A large number of the young women who as war-workers of one kind or another have learnt to be impatient of idleness may in particular here find a profitable outlet for their peace-time energies.

Up to now it cannot be said that women have made any considerable figure in advertising. A selected few have attained, and hold with conspicuous success, positions of front rank importance, but they are exceptional and isolated individuals among a crowd of advertising practitioners of the opposite sex.

WHY NOT?

For this there are many reasons explanatory, but no reason sufficient to prove that women might not do a great deal of advertising work as well, and should not do some of it better than men.

The great bulk of advertisements are addressed to womenfolk, as the purchasing executives of ordinary families and households. Women, one would say, should know how to appeal to their sisters effectively. They are more intimately acquainted with the wants that have to be supplied, and necessarily have some first-hand knowledge of the class of appeal that most affects the feminine mind.

It would almost seem that in copy-writing at least, for the majority of advertisers, women could reign supreme if they made full use of their exclusive opportunities.

Nor does there seem to be any discernible disability rendering them incapable of successful work in other departments of the advertising business.

Why is it then that women have not as a fact won for themselves a stronger position than they at present hold?

Perhaps it lies chiefly in this—that only a very few of them set themselves to the study of a none too simple

business with any serious determination to learn all there is to know of it.

The young man generally goes into business with the intention of staying in it; the young woman too often only goes into business with the idea of getting out of it.

(i) NATURE'S VIEWPOINT.

The career to which, consciously or sub-consciously, she looks forward is not that of a business expert, but that of a wife and mother.

This is no doubt as it should be from the point of view of Mother Nature, whose one preoccupation concerning humanity is the preservation of the species; but it gravely minimises the value of women workers in business enterprises in a great many—probably by far the majority of cases.

A girl who regards herself as being in business only just to earn a living, often only to obtain pocket money, until an inevitable Prince Charming comes to translate her to a sphere of domestic felicity, will never be worth anything to speak of.

She takes no real interest in her work, and is seldom other than a more or less efficient machine. Her endeavour is to do her work just well enough to pass muster, not to prove her capabilities by doing it as well as it can be done, and so earning promotion.

It is not a theory but a fact, that even for pure routine work in business offices the female labour that has been so largely employed during the war has proved itself much less efficient than the male labour for which it has been substituted. There are very many brilliant exceptions to the rule; but the rule holds notwithstanding.

Enquiries made recently at a number of banks and insurance offices elicited their common experience that even at the best it takes three women to give service equivalent to that of two men. Often an estimate less favourable to the women had been made.

This applies mostly to women engaged in work calling for no particular skill, work which any individual of ordinary intelligence can fully master in

a few days, and it refers to women who have now been performing it for a very considerable period.

In office occupations calling for close concentration, sound judgment, ready initiative or high skill the women who prove themselves capable are still rarer exceptions.

If women in business offices generally are paid less than men for, apparently, doing the same work, it is in the vast majority of cases not without very good reason.

The advertising business offers some very tempting prizes to the young woman of to-day, but they are not to be won without earnest striving.

She must make a serious study of advertising and gain a real understanding of the business if she is to be anything more than a mere piece of animated office machinery.

She will find it well worth while to take the advertising course of one of the leading correspondence schools. The courses of the principal schools are admirable, and there are few of those engaged in the advertising business—however long and varied their practical experience—who would not be very much the better for passing through one of them.

MUCH TO LEARN.

There is a great deal in advertising that can only be learnt by practice, but not to learn what can be, and is, taught in writing by capable instructors is simply to refuse to be helped by the experience of others.

Much that is vital in advertising can be learnt in a few days or weeks from any first-class course which might only hardly be discovered after years of mistaken practice.

There are a good many sneers directed at a school learning of advertising, but those responsible for them consist only of the family of self-satisfied ignoramuses who sneer at knowledge because they lack understanding.

A correspondence course in draughtsmanship will also be found a profitable investment of time and money by the would-be advertising woman.

Such a course will not make an artist of her, it may not make her anything

at all remarkable in the way of a draughtswoman; but if she possesses quite common aptitudes it will enable her to give a perfectly clear and understandable rough sketch of an advertisement illustration, and to execute "lay-outs" that are not only real working drawings for artist and printer, but that will also plainly show an inexperienced client what kind of display is being proposed to him.

The student should also make a point of learning as much as possible of the materials used and the methods of manufacture employed in leading industries.

Last, but by no means least, she should cultivate an insatiable appetite for general information. It is breadth of knowledge rather than depth of which the advertising practitioner stands most in need.

With this knowledge at her disposal, and the industry to apply it, the advance of an intelligent and keen girl in the advertising business could not fail to be rapid and sure.

Through the Employment Bureau of THE ADVERTISING WORLD she could easily obtain a position commensurate with her merits if opportunity did not otherwise present itself.

CORRESPONDENCE

A Prophecy

Editor, THE ADVERTISING WORLD.

DEAR SIR,—Another pre-war theory has departed. Some advertisers and some advertising agents used to claim that certain London dailies were essential for the success of a National Campaign.

The war policy of those papers has disillusioned these people. By giving undue preference to London drapery and departmental stores, they have forced advertisers to seek and obtain other means and media, and thus proved that the past advertising in their papers was neither necessary nor economical. It will be hard for them to win back these advertisers.

The old selling points that in pre-war days so well served their purpose will in post-war days have lost their point.

It will be interesting to watch *their*

advertising—interesting, too, to watch them try to overcome the bad will they have established—not only by the unfair allotment of space, but by their sustained effort to build up the worst substitutor the proprietor of a trade marked article has to fight—viz., the departmental store.

I should say that every advertiser to-day has within his office a black list of papers—if he has not, it's time he started one, for it is certain in the days to come he will have his opportunity of giving these papers concrete examples of the effect of bad-will. To-day the advertising manager has the box seat, and he is driving a ruthless bargain, to-morrow he will be craving for advertisements.

Yours faithfully,
ADVERTISER.

May 9th, 1918.

SIR HEDLEY LE BAS.

We had dealt at some length with the attacks made upon Sir Hedley Le Bas in connection with his political campaign through the medium of advertisements; but just as we were going to press came

the news that he had taken proceedings in the Courts and that a writ had been issued. We have, in these circumstances, deemed it wise to defer comment on the matter until later.

Under the auspices of the Association of Advertising Women, Lady Mackworth will, on June 3rd, give an address on "Women's Part in National Service" at the Trocadero Restaurant. On that occasion a conversazione

will be held and women engaged in commercial business house are specially invited. They should communicate with Miss M. M. Longley, Evelyn House, 62, Oxford Street, W.1.

VARIOUS AND SUNDRY

“The world is so full of a number of things.”—*Robert Louis Stevenson.*

What is an Advertising Agent?

The gentleman who drafted the Military Service Order seems to have had a curious notion of what constituted an advertising agent, but representations from the Association of British Advertising Agents led to an official explanation. From this it appears that an “advertising agent” is a man “whose principal and usual occupation is that of an advertising agent.” This seems tolerably obvious, but then the official becomes rather more luminous, for he adds “the term does not cover the working principals, managers, and administrative staffs of firms who are advertising contractors or agents. A person engaged in soliciting for bill-posting, theatre programmes, etc., comes under the heading of ‘advertising agent.’” Clerks employed by an advertising agent are regarded as “clerks in other commercial establishments.”

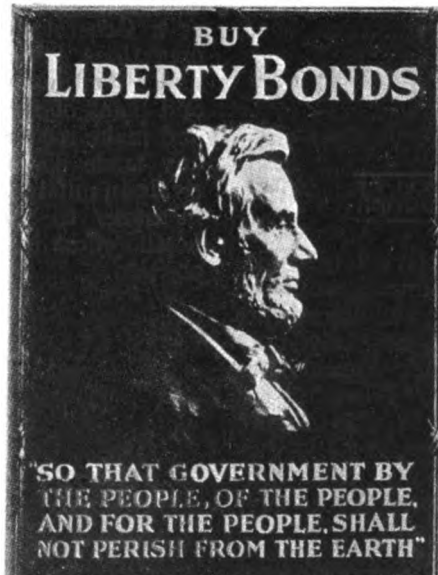
A Puzzle and its Solution.

It will be recalled that in the last issue of THE ADVERTISING WORLD the announcement was made that the Italian Government had given instructions that no newspapers containing advertisements were to be sent out of that country. The decision must have struck readers of this paper as very

curious. So, too, is the explanation now forthcoming through the Milan correspondent of *The Daily Chronicle*.

It appears that an Italian naval lieutenant named Santoro had offered his services as a spy to the Austrian Government, and one of the means whereby he communicated with the enemy was by inserting amorous advertisements in the “agony” columns of the *Giornale d'Italia*. Santoro has now been found out and sentenced to a long term of imprisonment. Apparently he was not the only offender. Hence the Government's decree.

I wonder if in this country advertisements are ever used as a means of communicating with the enemy!



A WORTHY POSTER. REMINDER OF A FAMOUS UTTERANCE

“For this Relief.”

“Whitefriars,” writing in *The Newspaper World*, refers to the omission of any proposal in the Budget to put a tax on advertisements, and explains it in the following terms:

“I am told the fact was pointed out to Mr. Bonar Law that newspaper concerns had been badly hit by the war, and with the increased cost of paper and wages it would be quite impossible to carry on if advertisements were to be taxed. The representations made to the Chancellor happily proved effective and he did not pursue the question. For this relief newspaper proprietors may at least be grateful, for they have escaped an additional

burden that must have proved onerous and harassing."

Much in Little.

The Michelin Tyre Co. have been



*I am bigger than this
really, but I am not
allowed to be any
larger in "The Times"*

Bibendum

MICHELIN TYRE Co., Ltd 81, Fulham Rd., Chelsea, S.W.3

MAKING CAPITAL OF SPACE RESTRICTION

among the most effective large-space advertisers, but an enforced reduction in the scale of their announcements shows that they did not rely only upon size to make their appeals impressive. Of this "Bibendum's" cheerful little notice in *The Times*, reproduced on this page, is plain evidence. An advertiser who is so consistently lively simply cannot be suppressed.

The Advertising of Abdullas.

There may be differences of opinion as to their precise value as advertisements having a strictly commercial intention, but no one can deny that the Press announcements recently issued for "Abdulla" cigarettes are uncommonly entertaining. Of these the "Moral Tales" series takes rank among the best. There is a wealth of humour in the illustrations cleverly drawn by Mr. Lewis Baumer, in a woodcut convention, and the accompanying verses are excellent specimens of the witty nonsense which is all they pretend to be. One wonders, however, if the moral of these tales is not too general to serve a particular advertiser. The reader may remember the adver-

tisement without being able to call to mind more than that it was issued by "some cigarette vendor."

Mount Kimmels of Trade.

"Much as some may regret it," says *The Evening Standard*, "the age of *laissez-faire* has seen its best days. Instead of trade being suffered to gang its ain gait, as in Victorian times, we must have something on the lines of the Balfour Committee's proposal of a board to watch our commercial situation and serve very much the same purpose as a General Staff serves in military operations. Such a body would keep under continuous review the methods and plans of rival commercial nations, and make recommendations to counter any trade conditions which gave our rivals an unfair advantage, or to concert measures to meet any concentrated hostile effort to carry a British 'key' position."

MORAL TALES

II.

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ABDULLA CIGARETTES

TURKISH EGYPTIAN VIRGINIAN

FROM A QUAINLY
HUMOROUS SERIES

"There are Mount Kimmels to defend in commerce as well as in the sphere of military operations."

Models of Quiet Distinction.

I have seldom seen a series of advertisements which in the manner of their presentation have more pleased me than those which have lately been proclaiming the virtues of "Dorcas Cambric." They are models of good taste and quiet distinction, and the impression of "quality" which they inevitably convey is instant and lasting.

A Polyglot Advertisement.

An advertisement which appeared on the front page of *The Daily Telegraph* certainly achieved its purpose of attracting attention. It was an announcement by Messrs. John Phillips & Sons of their sponges, and was printed in English first and then in eight other languages, the space occupied being about eleven inches single column. The languages included French, Russian, Italian, Dutch, and what I believe to be Chinese and Japanese. As *The Westminster Gazette* observed concerning

defence against any charge of lack of business and of unreasonable conser-



THE PURITANS WERE OF STERN PEOPLE

THE Puritan women were severely limited in the ways they might dress. They lived in a world which had a truly terrible capacity for being shocked.

BUT the Puritan woman expressed herself all the same. New women will embrace. She gave every way and they will use her together. Break all the mirrors and there are still men's eyes.

THE Puritan woman's way was Cambric.

DORCAS Cambric is the Puritan Cambric made again. It is the perfection of material and make.

If you have any difficulty in getting Dorcas Cambric we shall be pleased to send the name of the dealer nearest to you who sells it. We have a holder showing specimens of Dorcas Cambric before and after washing. This also we should be glad to send to you if you would care to have it.

DORCAS CAMBRIC

J. & N. PHILLIPS & CO. LTD.
215, NEWCASTLE ST. & 11, MARK LANE
ADVT. DEPT. MANCHESTER

The price is 1/11 per yard. The quality is pure white. The service is perfect. The result is perfect.

FROM THE MOST PLEASING CURRENT CAMPAIGN

THE WAR

has created
New Problems



THE NEWBURY

Best Quality Felt on Water and Grease-proof Foundation. Black, Brown and Grey are the principal colours. It is a Hat that can be worn with almost any kind of suit and makes an excellent substitute for the Silk Hat, temporarily put on one side. Sent to any part of the United Kingdom on payment of One Shilling, extra for box, crate and postage.

Price 25/- each.

SCOTTS

1. Old Bond St.
Piccadilly. W. 1.

AN INGENUOUS WARTIME PROPOSITION

even in connection with Men's Hats, but Messrs. Scotts, at the Piccadilly corner of Old Bond St., W., certainly seem to have ingeniously solved one problem, and that is a substitute for the silk "topper." The new hat they have designed for men seems admirably suited for any style of clothes, and would go well with any overcoat, with riding kit or even lounge suit. With its low crown and somewhat broad and gently curved brim, it suggests the fashion of the old days; and it would no be surprising to see under its brim a return to the frock overcoat so popular with our great-grandfathers.

vatism in our business dealings with the foreigner.

A War Fashion.

The advertisement of "Scott's" reproduced on this page shows a remarkably ingenious attempt to popularise a war-time substitute for the regulation "topper" of the past. The proposition is put forward with a notable strength of persuasion and suggestion and will undoubtedly appeal to a large number of those who come upon it. By the way, I think I recognise a well-known advertising man under the hat in the illustration.

Adhere to Scale Rates!

it, the advertisement may fairly be brought forward as evidence for the

The duty of newspaper owners to adhere to scale rates for the insertion

of advertisements was strongly urged in a recent issue of *The Newspaper World*. The question was raised *apropos* of the action of the Bedfordshire County Council in inviting tenders for the insertion of local public notices in local newspapers, and our contemporary in condemning this practice strongly complained that while members of the Newspaper Society would pass resolutions they did not carry them into effect.

Our contemporary urged that the "In the opinion of this society" type of resolution had had its day and should be substituted by a resolution binding its members to adhere to it or resign membership. "It may seem drastic," added *The Newspaper World*, "but there is no other way if all-round justice is to be done."

Very Significant.

A very significant sidelight on the scarcity of food in Germany is afforded by an advertisement which appeared

in the *Tagliche Rundschau* on May 5th. It was the announcement of a newly invented drug designed to enable the taker better to withstand the pangs of hunger. "Though not forming a substitute for the minimum daily sustenance," said the advertisement, "it is an excellent chemical preparation for stilling premature hunger, and it enables one to hold out until the next meal-time."

Other advertisements—and the absence of them—are equally significant. Perusal thereof shows an entire absence of offers for sale of soap, sewing cotton, silks, and the unrationed foods which once were widely announced. Scarcely any boots and shoes are offered.



Paper from Sawdust.

The shortage of paper is stimulating the inventive faculties of its makers, and now I see that sawdust is being used for the purpose. I believe there is nothing very novel in the idea, for if paper can be made from wood-pulp,



Choose!

"Lend Me Your Money that I may equip my Army and Navy to insure for you and your children the blessings of Liberty."

"Give Me Your Money or Your Life"

Invest now to the limit of your ability in

U. S. Liberty Bonds

In cooperation with the Liberty Loan Committee this advertisement is published by

Wimelbacher & Rice 39 Union Square
New York
AMERICA'S LARGEST STOCK GLOVE HOUSE

Dividers of WEAR-BRIGHT Cloth



Lend Him A Hand

Here is Your Boy —

going over the top, his gun in hand, his gun set, his heart on fire. It is the most dramatic moment in the life of the soldier—and so the life of this nation.

His heart and mind are set on one thing — VICTORY — victory over an enemy who stands for acts and ideas which the soldier despises — which he is ready to give his life to destroy.

It's here at home that these things run. We are pledged to these developments over the dollar and our last man. But the soldier can actually fight the hands-on-the-trenches fight that will win the world for us — if we will lend him a hand.

This Boy is the Symbol of Fighting America

He stands for the spirit, the manhood, the heart of a hundred million people combined into one. He is doing what the rest of us are depending. Only through him can we win the Victory that He Can't Do It with His Bare Hands! He asks you to back him up with your dollar, your money. Let's send him a hand by lending our dollars. Then we join in the "lend us" program that is winning the Victory.

The long fighting years of the world have never seen a better soldier than this boy of yours — your son — your husband — your brother — your friend. He stands for the best of America, hundreds of thousands strong, ready to be millions. He is doing his part — must do more!

Lend Him a Hand!

Buy Liberty Bonds!

In cooperation with the Liberty Loan Committee this advertisement is published by

ROBERT TREAT MANUFACTURING CO.

Manufacturers of the Zip Snap Fastener

16-20 BOYDEN PLACE

NEWARK, N. J.

SPECIMENS FROM A LONG SERIES OF SPECIAL DISPLAYS—

The spaces were given by trade advertisers, who reserved for themselves little more than a bare indication of the gift.

as most of it is, there seems to be no reason why it should not be made from sawdust. Probably the reason why sawdust was not used before was that till comparatively recently the raw material for paper was so cheap that it did not pay to collect the wood dust. But now the situation is very different.

The announcement that sawdust would be used for this purpose was made in the House of Commons by Sir Albert Stanley, who said that the method would be utilised as the necessary machinery became available.

The Aberdeen Evening Express one day lately was printed on paper containing a large percentage of sawdust, and the experiment is said to have been in every way satisfactory. I understand this journal is the first of recent date to be printed on paper thus made.

THIS WEEK YOUR WORD SHOULD BE YOUR BOND.



Perhaps you intended purchasing new Dunlop tires this week for your car or business vehicle. Don't! Before then likely you don't actually need new tires yet. When Dunlops were as if they are worn out, they are often good for many more miles.

That means that you can add \$20, \$30, perhaps \$100 to the total you meant to put into NATIONAL WAR BONDS. Every available pound you can conveniently command should this week—this very day in fact—find its way into National War Bonds or War Savings Certificates.

Dunlop

"Make your Savings Profit-producing!"

GOOD FOR WAR BONDS AND FOR DUNLOPS

Good Ad-craft.

To a correspondent who is doubtful whether the advertising of national and private interests can be effectively combined I commend the series of "Dunlop" advertisements issued for the special occasion of Business Men's Week, of which an example is reproduced here. In effect, as may be seen, both "War Bonds" and "Dunlops" get the benefit of the entire

space at command; while there is not the smallest suggestion that the advertisers are taking a mean advantage of what purports to be a gift.

I must admit, however, that the combination to be satisfactory needs to be really well done, and that that is not always the case was shown in a good many of the combined advertisements which were used at the time of the earlier War Loan week. **THOTH.**

Will You Invest Your Money With Uncle Sam Now?

Or Let Germany Take It Away From You Later?



Be practical. Look squarely at the facts. We will either invest our money with Uncle Sam now, at good interest rates, to help him win this war, or we will give it up later to pay Germany's war debts—and as much more as Germany chooses to collect. Invest in

Liberty Bonds
Today

For confidential sale and exchange, Liberty Bonds, Government Securities, and other financial instruments, contact:

Johnson, Cowdin & Co.

Quarters of the following National Trade Members:
Salem de Loria, San Francisco
Farrington, Philadelphia
Lundy, New York

30, 40, 42, 44 East 30th St., New York



Give Your Little Ones An Interest In the Future

THEY are your hold on the future, and America is fighting to make their future safe. They are too little to realize this now,—but some day they must learn to reverence the traditions of America, and understand the great cause for which the men of their fathers' day gave their lives.

Be ready to put into their hands bonds of their government. They will be for them inspiring evidence that their fathers planned, sacrificed, and invested for their future. Liberty Bonds will mean more to them than money. They will make them proud of fathers who in America's day of great need proved themselves true American Patriots.

Invest in Liberty Bonds for your little ones.

SUPERIOR GARMENT CO., Inc.

Ladies Cloaks and Suits for Immediate Delivery

1333 Broadway "The House of the Hour" NEW YORK

—THAT APPEARED IN A WELL-KNOWN AMERICAN TRADE PAPER

The Liberty Bond Appeal was presented from every variety of angle, and was put forward with point and force

A CONCRETE CAMPAIGN



A Combine in the Trade to Make Known the Uses of their Joint Product.

AN INTERESTING scheme for the joint advertising of a product is now being carried out very successfully. The product in question is concrete and the organisation concerned in this combined plan to secure publicity is called the Concrete Utilities Bureau, with offices at 6 Lloyds Avenue, E.C.3. The Bureau was established about a year ago, its manager being Mr. T. J. Clark, and its scheme of publicity has been conducted by means of a book and of pamphlets, invitations to write for the latter having been made through the columns of *Country Life* and *The Farmer and Stockbreeder* by means of three or four quarter-page advertisements, and in *Concrete and Constructional Engineering* and *The Builder* by half-page advertisements. The responses to these invitations have been numerous.

The feeling of the promoters of the scheme was that there is now a considerable demand for a simple material for the very cheap construction of buildings of a quite unpretentious kind, and that after the war the demand will be very much greater. The direction in which it is thought the concrete buildings will be specially wanted is in connection with agriculture, as for instance for poultry-houses, piggeries, tanks and gate-posts. This belief of the promoters of the scheme appears to be very well founded. They have sought also to direct attention to the use of concrete for purposes which had hitherto not been realised. The booklets are issued without charge.

Those concerned with the development of concrete considered—and very wisely too—that it would be an excellent thing to combine together for the advertising of a product in which they were all interested—this, by the way, being a policy which has been consistently advocated in the columns of *THE ADVERTISING WORLD*. The Concrete Utilities Bureau does not advertise any particular maker or firm selling the material. What it does is to advertise

concrete—that is to say, it makes known the many ways in which it may be advantageously used. In fact, the Bureau is doing on a small scale for concrete what the British Commercial Gas Association has for years accomplished for gas with such conspicuous success, and at the same time it is endeavouring to follow out the expressed wish of H.M. Government by impressing upon all engaged in constructional work the importance of economy in timber and steel.

What it has done therefore has been to bring out a series of booklets to explain how concrete may be used for the purposes indicated; they are purely educational, and are written with such lucidity that, with the aid of the illustrations also given, intelligent men could erect the buildings and mould the articles described without calling in the help of a builder. The pamphlets are workmanlike and explicit. Ten have already been issued and two more are in the Press. Those so far published are devoted to the following subjects:—No. 1 (introductory) Concrete: A Unique Building Material; (2) How it is Made; (3) Tanks and Cisterns; (4) Paths and Pavements, Kerbs and Gutters; (5) Fences, Gate-posts and Walls; (6) Floors, Feeding Floors and Foot-paths; (7) Poultry-houses and Piggeries; (8) Farm Buildings; (9) Troughs and Wells, and (10) Greenhouses, Hot-beds and Root Cellars. The two in course of preparation are to be devoted to "Concrete in the Home" and "Concrete Blocks: How to Make and Use Them."

The pamphlets are well turned out and printed on a very pale green glazed paper, uniform in style. Produced very simply and tastefully they look distinctly attractive. For the book already referred to entitled "Concrete Cottages, Small Garages and Farm Buildings," a charge is made. It has proved useful and is likely to be even more helpful in future.




IN BEAUTY'S BOUDOIR.

Until Pomeroy Skin Food has been used it is impossible to imagine how comforting and refreshing it is to face, neck and hands. It eradicates wrinkles, fills out the hollows in face and neck, and prevents chapping and roughness from cold and wind.

Pomeroy Skin Food

4/6, 3/6, and 5/- Jar. Or High-class Chemists and Perfumers.
Mrs. Pomeroy Ltd., 25 Old Bond St. London, W.1



The Munition Worker.

She knows how to protect the skin, how to keep it soft, smooth, clear and healthy. Every night, tired though she may be, she spends just two minutes gently massaging the face with a little Pomeroy Skin Food. This preparation—absolutely unique in composition and in its beneficial effect—prevents wrinkles forming, clears the pores of the minute dust which has such an unwholesome effect on the health and appearance of the skin, and keeps the complexion perfect.

Pomeroy Skin Food


1/6, 3/6, and 5/- Jar.
Or High-class Chemists and Perfumers.
Mrs. Pomeroy Ltd., 25 Old Bond St., London, W.1



A YOUTHFUL complexion remains youthful just as long as Pomeroy Skin Food is used nightly. This Food keeps the skin clear and free from blemishes. There is nothing else so good.

Pomeroy Skin Food

4/6, 3/6, and 5/- Jar.
Or High-class Chemists and Perfumers.
Mrs. Pomeroy Ltd., 25 Old Bond St. London W.1



Nurse Explains.

"Everyone asks me how I manage to keep my complexion always so fresh and bright in spite of the long hours and hard work connected with nursing in a large hospital. 'How do I manage it?' It is due entirely to Pomeroy Skin Food, the perfect emollient which cleanses and feeds the skin, eradicates wrinkles, and gives that delightful freshness that feels so good and is so much admired."

Pomeroy Skin Food

1/6, 3/6, and 5/- Jar.
Or High-class Chemists and Perfumers.
Mrs. Pomeroy Ltd., 25 Old Bond St., London, W.1

TYPICAL NEWSPAPER DISPLAYS

So that, possibly without any intention in the first place of becoming so, Mrs. Pomeroy soon became a vendor on a considerable scale of the specialities to which her name is attached. She extended her market by advertising and gradually built up a large mail-order business. At this time the securing of distribution through "trade" channels, if contemplated, had not seriously been taken in hand.

Mrs. Pomeroy was "doing well," as they say, but after some time it became apparent that the business she had launched so successfully had, in effect, grown beyond her management.

Its progress was plainly being retarded by lack of organisation and direction.

The desirability of new arrangements being admitted, negotiations were set on foot which finally resulted in the purchase of the business by Mr. J. Hawkes Reed.

It was then organised on an entirely new basis, and remodelled in every department. Works were established where the Pomeroy specialities could be prepared under the best conditions and with proper supervision. A laboratory was also instituted, so that the purity of ingredients might be constantly tested, old preparations improved and new preparations devised.

A definite principle of trading was

laid down, and from it a comprehensive scheme of distribution naturally came into being. Advertising activities, hitherto conducted in an opportunist and haphazard fashion, were confined within the limits—defined though elastic—of a considered campaign.

The accidental was eliminated and the purposeful took its place.

In finding a solution for his advertising and selling problems, Mr. Reed called Messrs. Fredk. E. Potter, Ltd., into counsel. The two organisations have been intimately associated ever since.

Nothing sensational in advertising was attempted, but what was done became systematic. Media and spaces, times and recurrence of insertion, were considered for the first time in relation to each other and to a general scheme, and not merely as isolated adventures, each on its own account.

The advertising was not only planned with intention and directed by purpose, but was watched and checked at every smallest opportunity. Wherever it was questionable it was questioned. Leverages were stopped, weaknesses were strengthened, promising openings were exploited. Chance was eliminated wherever order could be made to reign.

It is quite probable that Messrs. Fredk. E. Potter, Ltd., went to work

SPACE AVAILABLE IN THE PASSING SHOW

ALL “*run-of-paper*” space is filled to the end of the year and beyond, and only a small amount of space *facing matter*, at **£45** per page and pro rata, is available after June. This intimation is given in the hope that, by placing their instructions now, advertisers who desire space may avoid disappointment in the future.

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2

Telephone No.: Gerrard 9870 (seven lines).

to bring the advertising of the Pomeroy specialties into this position by sheer force of habit. Having something to do they naturally set out to do it properly.

However this may be, it remains the fact that since 1908, whoever may be responsible, the "Pomeroy" advertising has not only been in all externals efficient but has exhibited an extraordinarily close sympathy with the sales.

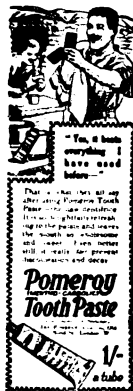
It has been proved by the best of all possible tests—tangible results. The fluctuations of advertising expenditure have been exactly parallel on the sales charts. Whenever advertising expenditure was reduced the sales decreased; and, contrariwise, whenever more was spent upon advertising a strictly corresponding increase was made by sales.

Advertising became quite clearly the prime moving force of the whole business.

As might be expected, the early "Pomeroy" advertising appeared almost entirely in publications intended exclusively for feminine readers. The sixpenny weeklies devoted to "fashions" and society news were particularly favoured, and some small attention was given to the "home" papers intended for women and published at a more popular price.

In the late "eighteen-nineties" and the early years of the twentieth century it was supposed to be a truth unassailable that women only read the journals expressly produced for their benefit.

It was with a devastating shock, from which only one or two of the specifically women's periodicals have as yet recovered, that this long-held article of advertising faith was abandoned. To call it a shock at all is perhaps a mistake, though it presented itself as such to most of those affected. It was really a long-drawn-out business of



—and finally

Just the little more that means so much — a little Pomeroy Day Cream, the exquisitely fragrant toilet cream with its subtle perfume and refreshing coolness. After the vitiated atmosphere of the crowded theatre, the long train journey, how delightfully the complexion is restored, and the face, hands and arms cooled and left clean, clear and healthy by just a little touch of

Pomeroy Day Cream

In dainty half-crown vases at high-class Chemists, Perfumers, &c.

Mrs. Pomeroy, Ltd.,
29, Old Bond St.,
London, W.1.

BEFORE YOU GO

After the day's work, a wash and Pomeroy Day Cream are all that the tired face needs, to cleanse the skin and bring back beauty to the complexion. Just try it and see how refreshing it is, how delightfully cooling. No matter under what adverse conditions present circumstances compel you to work, Pomeroy Day Cream will be your complexion's safeguard. It can be applied so quickly, and being not greasy, vanishes at once, leaving all impurities from the skin and leaving the face refreshed, comfortable, and attractive.

Pomeroy Day Cream

In dainty half-crown vases at high-class Chemists, Perfumers, &c.

Mrs. Pomeroy, Ltd.,
29 Old Bond Street, London, W.1

Britain's Women Workers

need to protect the complexion, otherwise the skin becomes coarse, red and rough, and the face unattractive.

The woman who uses Pomeroy Day Cream regularly, need have no fears regarding her complexion. Just a dab of Pomeroy Day Cream once or twice a day will keep your complexion clear, your skin soft and supple, and prevent those blemishes which so often follow exposure to all kinds of weather.

Pomeroy Day Cream

In dainty half-crown vases at high-class Chemists, Perfumers, &c.

Mrs. Pomeroy, Ltd.,
29, Old Bond Street, London, W.1

The Charm of Beautiful Teeth.

It is when you smile that the glint of pearly white teeth adds so much to the charm of your face.

As an aid to beauty, therefore, as well as for hygienic reasons, you should always use Pomeroy Tooth Paste.

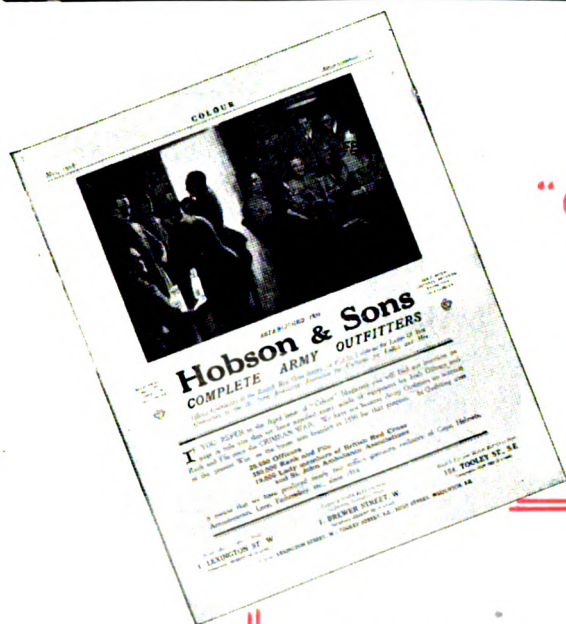
Dental science has never discovered anything else that so effectively cleans and beautifies the teeth, or so certainly preserves the enamel and stimulates teeth, mouth, and throat.

Pomeroy Tooth Paste is most pleasant and refreshing to use, a special and secret process rendering the otherwise unpleasant carbolic taste quite delightful, without in the slightest degree reducing its valuable antiseptic properties.

Pomeroy TOOTH PASTE

In 1/- Tubes, of Chemists & Stores.

Mrs. Pomeroy, Ltd., 29, Old Bond Street, London, W.1.



An Advertisement
page from the May
issue of "COLOUR"

**MONTHLY
15,000**

Rates for Advs. in
Colours or Black
and White on
application to the
Advertising Dept.

WHY "COLOUR" MAGAZINE CREATES SALES

"COLOUR" educates its readers to appreciate quality, and creates in them a desire for articles of distinctive merit, design and beauty which they see advertised, whether of utilitarian value or classed under the general term of luxury. A point which should not be overlooked is the permanent value of every advertisement. Possibly in a greater degree than any other magazine "Colour" is kept and treasured. It is also read and enjoyed by thousands in addition to those who purchase it regularly. This should be remembered when noting that the ordinary circulation of "Colour" is 15,000 monthly.

Some Quality Advertisers in "Colour"

Royal Doulton Potteries
The Æolian Co., Ltd.
De Reszke Cigarettes
Vinolia Soap Co.
Pears' Soap
Goldsmiths & Silversmiths
Co., Ltd.
Waring & Gillow, Ltd.
A. Sanderson & Sons
Leicester Galleries
John Player & Sons
Lever Bros., Ltd.
R. S. Hudson, Ltd.
Liberty & Co., Ltd.

Marshall & Snelgrove, Ltd.
Eagle, Star and British
Dominions Insurance Co.,
Ltd.
Mazda Lamps
Vauxhall Motors
Harrods Ltd.
Oetzmänn & Co., Ltd.
Selfridges
Blick Typewriters
Mappin & Webb, Ltd.
Bovril Ltd.
Rolls Royce Cars
Price's Candle Co., Ltd.

DORLAND AGENCY Ltd

(Principal: G. W. KETTLE)

16 Regent Street, S.W.1.

366 Fifth Avenue, New York

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which only a prescient few had seen the tendency until it neared its culmination.

Among these were Mrs. Pomeroy, Ltd., and their advertising agents.

They were among the first to advertise a proposition peculiarly feminine, in the general Press, which in the old days was regarded as peculiarly masculine.

In particular they made a point of being continuously represented on the front page of *The Daily Mail* with a sample offer which never failed to produce a most satisfactory crop of enquiries. These announcements were continued until war-time difficulties made the offer of free samples impracticable. Mrs. Pomeroy, Ltd., with good reason as experience showed, were quite content to rely upon the goodwill a sample could create when once it had been "planted."

Advertisements of a "reader" character were inserted in a large number of the leading provincial dailies with similarly satisfactory results.

Here it is important to note that, while keeping track of enquiries and following them up until a sale had been effected, Mrs. Pomeroy Ltd. did not, and do not, try to keep the new customers to themselves. Rightly or wrongly, the advertisers have decided that a business done with "the trade" in fair partnership will prove both more stable and more profitable in the long run than a mail-order business entirely in their own hands and they do not make the common mistake of expecting the retail trade to help them while they are doing their best to take business out of its hands.

This does not mean that Messrs. Pomeroy hand over to anyone else enquiries, often of a somewhat confidential character, addressed to themselves.

They invariably treat enquiries as made in confidence, and deal with them directly. They themselves supply whatever preparations may be asked for, and, by an enclosure of particulars, introduce others. But it is no part of their policy to retain trade once secured at headquarters. They always recommend those who have become their customers to go to retailers for a renewal of their supplies.

Their consistent intention is to distribute through such retail traders as are in a position to handle their specialities in an effective manner. Whether the retailer happens to be large or small is immaterial to them. The prices at which they issue their goods to retailers of every grade are such as to make them profitable lines to stock, and, creating the demand as they do, they are content for the most part to leave the rest to the common sense of the retail trader.

They never try to force sales or to persuade retailers to overstock. If shopkeepers will carry just so much stock of Pomeroy specialities as will enable

them to meet the current demand the manufacturers are perfectly satisfied.

That it is fairly easy by a feverish selling campaign to overstock retailers they are well aware; but they believe that the overstocked retailer means in the long run a creation of bad will rather than goodwill for the commodities concerned.

Messrs. Pomeroy, in short, make it a cardinal point of their trading policy never to induce the retailer to do more than he feels inclined to do and believes that it will pay him to do.

All their energies are devoted to creating a demand which it will be worth while for the retailer to meet.

Their relations with the retailers,



SPECIAL TREATMENT ANNOUNCEMENTS

The Observer

(1791)

First in News
and Views



Second to none
as
an advertising
medium

Telephones :
City 4591

Offices :
22 Tudor Street, E.C.4

large and small, who handle their specialities are therefore of a most solid and friendly character, and it is a long while since they have had any serious difficulty to meet in securing the fullest distribution facilities.

Messrs. Pomeroy have their own establishments in Liverpool, Manchester, Glasgow and Dublin, as well as in London, but these are primarily demonstration centres for treatment rather than depots for the sale of goods. They do not compete with the retailers. A large number of special agents are appointed in various centres throughout the country who give Pomeroy treatment, in addition to selling Pomeroy specialities, and these form a very valuable part of the machinery by which the goods are advertised.

They are a further expression of the advertisers' conviction that all they need set before them as the aim of their advertising is to induce possible customers to make a first trial of their preparations. Beyond that they have sufficient confidence in their proposition to believe that the preparations are their own best recommendation.

In short, the whole of the Pomeroy plan is based upon the assumption that the goods are sound in quality and fair in price.

The prices, it should be mentioned, are plainly marked on each article sold, and are strictly maintained. An at-

tended for women readers, to which their announcements had formerly been confined.

They continue to be regularly represented in all the women's sixpenny weeklies, and also in popular weeklies of a broadly similar character but appealing to a less exclusively well-to-do circle of readers.

They have done a certain amount of advertising by way of showcards and



ANOTHER SMALL SPACE

the like, and on occasion by special window displays; but their enterprise in this direction has been of an unambitious character—they are pre-eminently Press advertisers.

At the outbreak of war, like so many other advertisers, they took fright and for a while practically discontinued advertising. The resultant fall in the volume of sales quickly convinced them that they must adopt a more courageous policy, and for some time they have been advertising on the pre-war scale.

So far from wartime conditions having a bad effect upon their sales, the demand for Pomeroy specialities—and especially for the two most popular, the Face Cream and Tooth Powder—has increased, and the output to-day stands higher than ever before.

This is partly because the advertisers have been wise enough to direct particular attention to the wants of munition girls and other war-workers, as may be seen from the specimens of their advertisements reproduced in these pages.

By working upon this plan they have made excellent use of an opportunity for extending the basis of their trading operations such as may never again present itself.



A SMALL SPACE DISPLAY

tempt at under-selling on the part of any retailer would be answered by an immediate cessation of supplies.

In making an increased use of daily newspapers, Messrs. Pomeroy did not cease to advertise in the weeklies chiefly

THE MODERN PEPYS

IT IS, of course, not at all strange that the diary of the Modern Pepys—which by common consent has provided the most veracious day-to-day reflection of domestic happenings during war-time—should have made its appearance in *Truth*.

The qualities that made old Samuel Pepys so uniquely valuable a chronicler of the multi-coloured life of his picturesque time were his absolutely naked truthfulness—you see he did not intend his observations to be read by his contemporaries—his “common or garden” kind of sanity and his warm and friendly humanity.

With these endowments and without any adventitious “literary” aids he wrote the most living chronicle of a time that perhaps has ever been penned; and has made an innumerable host of friends amongst some people with whom he would never have dared to claim intimacy and others whose acquaintance he would never have lowered himself to acknowledge.

It is more than possible that many of the qualities of Pepys have found expression in the *Truth* of to-day, and have made of it the uniquely truthful recorder of current events it is by all acknowledged as being.

More courageous than Pepys, however, it has always laid its day-by-day record of and commentary upon current affairs open to contemporary readers; and has always courted the criticism old Samuel made it his most particular business to avoid.

That such criticism has been free and sometimes furious, and that it has often taken shape in “legal proceedings” of the most awe-inspiring and intimidating kind is only natural, and not in the least surprising. It is less natural and more surprising that *Truth* has never

been intimidated, that it stood by its written observations, as Samuel Pepys was afraid to do, and has always been ready to justify its statements and opinions, when the need arose, in a court of law.

And it has been seldom indeed when impartial Justice, in wig and gown, has been invoked that *Truth* has not emerged triumphant from the inquest of that dread Derby.

As a consequence *Truth* holds with surely pardonable pride the position in which it finds itself to-day; that of an “incorruptible” witness in the great case of *Man versus* his Environment. Perpetually in the witness-box, examined and cross-examined by interested counsel, probed by that impartial Judge called Public Opinion, *Truth* has always left the Court not only “without a stain” on its character, but also with general commendation.

Its Pepysian frankness, allied to a not less Pepysian acceptance of things as they are—not with weak-minded complaisancy, but with broad-minded understanding—has won for it a respect tinged with fear from the questionable and with affection from the unquestionable actors in the passing drama of everyday life.

Truth tells the truth to its readers, and it exacts the truth from its advertisers. It says much for the progress of a higher sort of education that though both readers and advertisers once resented the supply of and demand for such unflavoured fare, they are both now become enthusiastic supporters of the daring publication that set so high a standard for them.

For in the regard of both its readers and advertisers, *Truth* has few rivals to-day.

(“*Truth*” Office, Westminster.)

By using the general Press as well as the "Class" papers to which advertisers of their kind at one time confined themselves they years ago broadened and made more secure their trading foundations; they have taken advantage of obvious, but much overlooked, wartime opportunities still further to extend the basis of their operations.

Notwithstanding the great increase in cost of their materials and manufacture, the Pomeroy specialities are still sold at the pre-war price. Whether they continue to be so sold is a question;

but no increase will be made if it can possibly be avoided.

Messrs. Pomeroy would far rather make a small profit on a large scale than the reverse; and if they can offset by a more valuable goodwill some loss in immediate trading profits they will be fully satisfied.

In taking this view they are, we think, well advised. It is only one more instance of the breadth of vision and imaginative common sense that have led them to front rank place among advertisers of their class.

CORRESPONDENCE

Increasing the British Export Trade

Editor, THE ADVERTISING WORLD.

SIR,—Many manufacturing firms have written to me with regard to the present position of the scheme for increasing British Export Trade which I have placed before manufacturers during the last months, and as the matter is of general interest, I should be glad if you could grant me a little of your space—which I know to be very restricted just now—to explain how matters stand.

Up to now, without any systematic effort to approach the general body of manufacturers, about 250 firms in various industries in all parts of the country have agreed to be associated with the proposals, the essence of which is that a British Manufacturers' Corporation be formed on mutual lines with the object of placing manufacturers in a better position to extend their overseas trade after the war. The majority of these firms have agreed also to the publication of their names, and I beg to enclose a preliminary list. A further large number has written assuring me of keen interest in the movement.

Altogether the quality and extent of the support demands that the scheme shall go forward. I have not called the preliminary meeting, as I intended, because I felt that the moment was not opportune, owing to the general situation. As soon as the outlook is a little clear I propose to convene a meeting for the purpose of appointing a Provisional Committee to formulate the scheme in detail. Manufacturers who are interested and who would care to participate

in this important preliminary work are invited to place themselves in communication with me at once.

If I may be permitted to recapitulate briefly the points of the scheme, I would say that it offers a practical means for giving to every manufacturer that full protection of his interests and those exceptional opportunities for pushing his trade in foreign markets that have hitherto been enjoyed only by firms powerful enough to maintain their own branches abroad. The cost of securing what may be described as "overhead representation on the spot" can be covered by combination, and this without bringing manufacturers' individual interests into conflict. Not only the smaller firms but the larger firms also would benefit from such combination. They would have the additional protection of the "men on the spot," whom I propose to call the agents-in-charge, in countries where they now have branches, and the organisation would be at their service in areas as yet untried by them. And it is now more necessary than ever to remember that every market left unexplored is a neglected opportunity. Trade associations and combines would benefit by membership in a similar way. For manufacturers unfamiliar with the routine of the export trade the necessary guidance would be available at the home centres of the proposed Corporation. I am drawing particular attention also to the new facilities for financing foreign trade now made

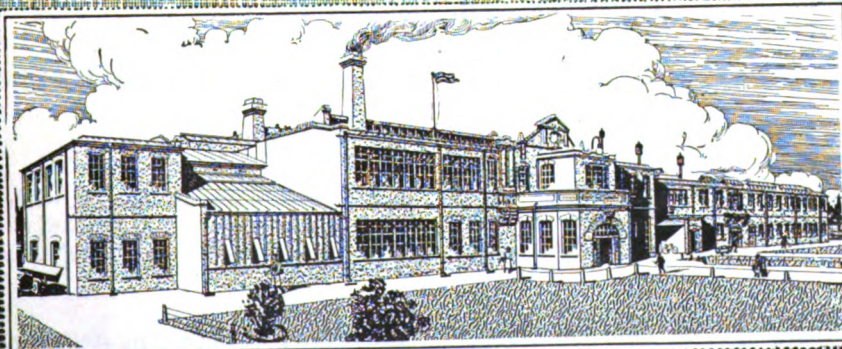


Organising a Great House

THE whole of the resources of the Rotary Photographic Company, the largest photographic postcard publishing house in the British Empire, are being reorganised to meet world-wide demands, present and future, employing exclusively British capital, management, and labour.

London Office & Showrooms :
9 · FINSBURY SQUARE · E.C.

Head Office & Factories :
WEST DRAYTON · MIDDLESEX



available, by means of which manufacturers, in addition to having advances from their bankers against bills of lading, can have a substantial part of their foreign accounts guaranteed against loss, on reasonable terms.

These several advantages can best be secured by combination, and I suggest accordingly the formation of a British Manufacturers' Corporation to give effect to the proposals, delimit markets, engage agents-in-charge, and set up the necessary machinery so as to be in complete readiness for the declaration of peace. I have mentioned tentatively £100 to £200 as the annual subscription per firm, but this and other details of organisation, maintenance, and control I would leave to the provisional committee which I propose shall be appointed at the first meeting to go into the whole scheme and make a report. Until the end of the war, of course, the subscription would only be small.

The most frequent criticism of my proposals is that "the Government is doing something." My reply is a quotation from a speech by the President of the Board of Trade himself last January: "No Government Department can secure success for our trade unless the traders and manufacturers themselves simultaneously put forth strong efforts on their own behalf." The Government officials under the proposed reorganisation of the foreign trade intelligence service may be in a position generally to give information as to where trade is to be got; the British Manufacturers' Corporation, through its agents-in-charge, will bridge the gulf between getting information about trade and getting the trade itself. Being on the spot, they will supply the business touch and the prompt decision indispensable in this world of competition.

There is no need for me to emphasise the supreme need in the national interest of an enormous extension of the British export trade after the war. What is not so generally realised is the

fact that there are vast fields open to British manufacturers. As an example I may refer to the exports from this country to the eleven chief trading countries of the world in 1912, the latest year for which figures are available. In that year those countries imported from the United Kingdom goods, wholly or mainly manufactured, to the value of £123,742,000. Their total imports of such goods however, amounted to £522,813,000, which means that these countries obtained 76 per cent. of them elsewhere. Even after making allowance for goods which other nations are in a better position to produce, this percentage is strikingly large and suggests great opportunities for increased trade if we go the right way about it. It is to secure more of this trade that I urge manufacturers to apply to their marketing the twin principles of co-operation and concentration.

I wish it to be clearly understood that the proposed British Manufacturers' Corporation will have no capital and will earn no dividends. It is neither a cartel nor a trust designed to regulate prices and increase profits. It is intended merely that manufacturers shall co-operate in their own and the national interest to extend the markets for British goods abroad. Thus they will make available more revenue wherewith to meet the enormous increase in taxation that will be permanently laid upon us, and, by providing more employment for the millions that will need it after the war, stimulate the home trade and rob the problems of demobilisation and reconstruction of much of their terrors.

Yours faithfully,

G. CHARLES MANDLEBERG.

Albion Works,

Pendleton, Manchester.

17th May, 1918.

[We shall deal at length with the details of the scheme put forward in this letter in our June issue. Ed., "A.W."]

"In my opinion THE ADVERTISING WORLD deserves the warm support of all advertising men, particularly at a time like the present." Mr. W. E. BRADBURY, West Orchard Street, Coventry.

The Connoisseur

Edited by C. REGINALD GRUNDY

A Magazine for Collectors, Illustrated

THE CONNOISSEUR continues to hold its position as the most beautifully produced periodical the world over, and advertisers find it one of the best mediums for the sale of fine and costly goods. The whole of the publication, including the advertisements, produced by a combination of good paper and half-tone and coloured blocks, results in the keenest interest being shewn by readers in all its pages, with the most satisfactory returns to the firms using them

Published First of every month
at TWO SHILLINGS net

LAST DATE FOR COPY 16th OF THE MONTH PREVIOUS

Advertisement Manager :
T. LIVINGSTONE BAILY

Advertisement, Editorial and Publishing Office :
1 DUKE STREET
ST. JAMES'S
S.W.1

ADVERTISING BY CATALOGUES

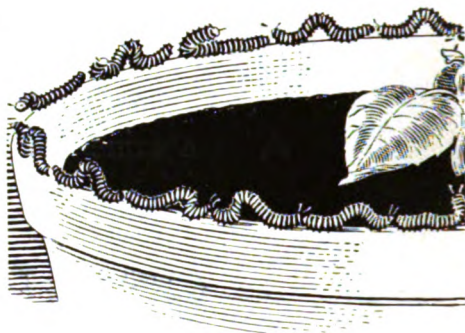
A Lesson from the Lyons Fair in the Value of this Form of Publicity

VALUABLE TESTIMONY was afforded at the Lyons Fair to the excellent work which may be done by catalogues as a means of advertising and sales-securing, when it is not possible, owing to export restrictions, to send the goods themselves. It is obvious that the difficulties in the way of forwarding samples of wares to the Exhibition were this year particularly great, so stringent are the regulations enforced by the Allies with regard to the export of goods, and so great the difficulties through lack of tonnage and the impossibility of securing the labour for the making of the commodities which would have been shown had it not been for the war.

This year too, the Americans were badly hit in the matter, because at the time of the 1917 Fair they were not "in" the war, and therefore were able to send their wares. This year, when every ship they had was needed for the transport of troops and stores to the Western Front, but little tonnage could be spared for the Fair. Not to be beaten, however, the merchants and manufacturers of the United States resolved to be represented by catalogues, and this form of advertising was resorted to by over 5,000 firms, thus expressing, as the *Dry Goods Economist* put it, "their understanding of the importance of the Fair as a medium of obtaining a broader recognition of the value of American merchandise in France, or, in other words, the cornerstone for closer co-operation between the two countries after the war."

A stand for these catalogues was arranged under the direction of the American Consul at Lyons, and during the first week of the Fair alone over one thousand enquiries of possible French buyers were registered there. Each inquiry made was sent direct to the interested firm in the States, and a copy of the inquiry and of the appli-

Instinct



Which guides

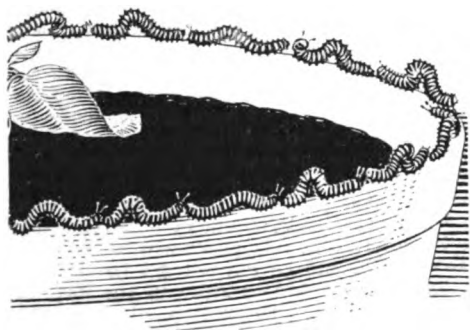
As showing the pertinacity of *Instinct*, Fabre tells how a file of caterpillars marched round the rim of a big vase for seven weary days. Not one had sufficient *Reasoning* to leave the beaten track of his predecessor, to go straight for the food lying only a few inches away.

MR. PAUL E. DERRICK'S BOOK

HOW TO REDUCE SELLING COSTS

is pronounced by the foremost Advertising Firms in this Country and America as the most closely reasoned treatise on Selling and Advertising yet produced. Cloth 6/- net (6/6 post paid) from your Bookseller, or from GEORGE NEWNES, Ltd., London, Publishers

or Reason?



your Business?

—the caterpillar *Instinct* that takes you ever along the path others tread—or the bold initiative *Reasoning* that overcomes trade obstacles and builds a direct open road to the object in view.

The work of the Derrick Agency is noteworthy for its breadth and solidity. Time and again "those who should know" have predicted failure for the Derrick breakaway from trodden paths—only to be confounded by Results that are seen in some of the greatest and most permanent advertising successes.

The Derrick Do-it-Better Service reflects the *Reasoning* of its Chief from a lifetime's experience in the two greatest Advertising Spheres—Britain and America. Full particulars are yours for the asking, or you can get some insight into our successful methods by reading Mr. Derrick's book.

PAUL-E-
DERRICK
ADVERTISING AGENCY LTD.
Do it Better

34 Norfolk Street, Strand, W.C.2

cant's financial standing was sent to the Department of State, where they were filed. The American firm is thereby enabled, in case of resulting orders, to make the necessary investigations by application to the department at Washington.

Among other American industries represented at the Fair was that of banking, a fact of which we hope our own organisations—ultra-conservative in the matter of advertising—will not fail to take notice.

We trust that this illustration in the value of advertising by means of catalogues will not be overlooked by British merchants generally in the difficulties in which they are placed through war restrictions. We do not say they are unmindful, but this reminder of what can be done—indeed, has been done—through catalogues may be further inducement to them to utilise a valuable means of maintaining goodwill and preparing for happier days.

Where goods cannot be placed on exhibition or delivered owing to transport difficulties, or shortage of labour in the home workshops, organised advertising, carefully devised, may do something to supply the inevitable deficiency and overcome the obstacles created. It is interesting to note that advertising, in addition to its other qualities, can thus obviously become a factor in easing the situation in the direction indicated.

The directors of *The Financial Times* have declared a dividend on the preference shares at the rate of 5 per cent. per annum for the half-year ended December 31st last, making 5 per cent. for the year, and a dividend on the ordinary shares for the year at the rate of 4 per cent. per annum.

Speaking at the ordinary general meeting of the shareholders of *The Financial Times*, on May 9th, the chairman, Mr. William Graham, said the profit of £20,062 for the past twelve months was slightly in excess of that earned in 1916, and was a very satisfactory showing under the present abnormal conditions. The dividend on the ordinary shares would be 4 per cent., for the directors felt it wise to limit dividends and increase the carry forward. The advertising revenue during the past year was, in spite of the dearth of practically all prospectus business, well in advance of that of the preceding twelve months. The war had enhanced rather than diminished the influence and reputation of the paper.

"THE ADVERTISING WORLD" LAW REPORTS

Stamping Advertisement Contracts

IN THE City of London Court, on May 2nd, before Mr. Registrar Wild, Messrs. Sells, Ltd., 167-8 Fleet Street, E.C., sued the British Detinning Company, 47 Victoria Street, Westminster, for £18 18s., due for advertising in *The Post Office Telephone Directory* in April, 1917, and January, 1918, at 9 guineas per insertion.

Plaintiffs' representative said the defendants gave an order for the insertion of their advertisement at a price of 12 guineas. Subsequently, owing to the scarcity of paper, they gave the defendants notice of an increase in the price.

The Registrar said the defendants had never consented to the increase in price. How, under those circumstances, did the plaintiffs make the defendants liable for the extra price?

Plaintiffs' representative said the defendants had never disagreed.

The Registrar: The contract is for 12 guineas, and plaintiffs are now asking for 18 guineas. The plaintiffs were not going to make the defendants liable for something they had never ordered.

Plaintiffs' representative said the defendants gave an order for the insertion of their advertisement in certain directories, and that they had had.

The Registrar: I am quite willing to give you judgment for 12 guineas. If you take upon yourselves to vary the contract without the consent of the defendants—and there is no suggestion that the defendants consented—I do not see how the defendants are liable. The contract, which was for an amount of nearly £21, was not stamped.

Eventually the case was adjourned *sine die*, the plaintiffs having liberty to re-enter the case, the Registrar remarking that people who would not stamp documents were liable to pay a penalty, and he hoped the authorities would make the plaintiffs pay it.

Aeroplane Advertisements

A CASE of considerable importance to advertising men under the Defence of the Realm Act was heard at Bow Street Police Court on May 13th, when Mr. Charles Grey, editor of *The Aeroplane*, and the General Publishing Company were summoned on the information of the Director of Public Prosecutions for unlawfully publishing information respecting the place of manufacture of aeroplanes, contrary to the provisions of Clause 18 of the Defence of the Realm Regulations.

According to Sir A. Bodkin, who prosecuted, defendants pleaded guilty in respect of one date, and the summons was withdrawn in respect of the other. On March 29th, in a letter from the Press Bureau to Mr. Grey, that gentleman was informed that it was unde-

sirable that advertisements of aeroplane factories should be accompanied by illustrations of the exact locality of the works. It was sufficient indication of what ought to be eliminated from advertisements. After the issue of the paper of April 3rd an inspector saw Mr. Grey, who said that as editor, though not advertisement manager, he accepted full responsibility. Had he seen the address printed on a particular illustration he would not have inserted it, and he promised it should not appear again. The paper went to Press on March 27th, and he did not get the Bureau letter till April 2nd or 3rd. In the issue of April 10th there appeared an advertisement illustration, and Mr. Grey acknowledged that there had been some oversight. On April 17th appeared two forms of advertisement which were entirely unobjectionable. Counsel hoped that after this case care would be taken that such regulations as the Press Bureau thought necessary would be observed.

Mr. Travers Humphreys, for the defence, said Mr. Grey would see that the advertisements should be such that no exception could be taken to them. No flying man would be able to recognise the work of that particular company from the illustrations in question.

The magistrate fined each of the defendants £50 for the offence of April 10, with 15 guineas costs against the company.

Advertisements on the Screen

IN THE Brighton County Court on May 9th the case was concluded in which Mr. Joseph Mordecai, advertising contractor, of Lower Clapton Road, London, sued Mr. Frank Stanley Bromley and Mr. Sidney Albion Bacon, of the King's Theatre, Southampton, for £10 for breach of an agreement, dated February 12th, 1917, in respect to certain advertisement slides to be shown at the Duke of York's Theatre, Brighton, of which the defendants were then proprietors.

Plaintiff alleged that on several occasions advertisement slides were not shown and that advertisers had complained, and he called witnesses to show that the slides were not exhibited.

The defence was that on only one occasion were the slides not shown at the usual time, but they were thrown on the screen later in the evening of the same day.

His Honour gave judgment for plaintiff, in respect of one day, and assessed the damages at 40s.

Oversized Theatrical Posters

AT THE Greenock Sheriff Court on April 30th Mr. James Brown, printer's manager, was fined £1 for having contravened the Paper Restriction Order by printing a theatrical poster which exceeded by 1,160 square inches

the maximum size of 2,400 square inches allowed. Mr. Brown stated that the bill was printed regularly. The paper was in stock, and the type for the top and the bottom of the poster was kept set up, and it required only the middle portion to complete it. In these circumstances he had considered that the provisions of the Order were not being infringed. Mr. John James Wright, joint proprietor of the King's Theatre, Greenock, who was charged with having exhibited the poster outside the theatre, was admonished.

Sending Out Circulars

BEFORE MR. LUPTON, in the Dublin Northern Police Court, Mr. Samuel Watchman, a moneylender, trading under the name of the Commercial Union Loan and Discount Company, was sued for a breach of the Paper

Restrictions Order by sending out printed circulars. The solicitor for defendant said his client did not know the English language very well, and was ignorant of the Order. He undertook not to send out any more circulars.

Mr. Lupton imposed a fine of £5, and said it would have been £10 if he thought defendant knew of the Order.

Before the same magistrate on the same date Mr. Thomas Wright, bookmaker, was fined £2 for sending out circulars in contravention of the same Order. Mr. Davis, in replying to the magistrate, said the object of the regulation was to economise in the use of paper.

At Hull, on May 7th, Mr. Arthur Rippon was fined £5 5s. on each of five summonses for despatching racing circulars through the post, contrary to the Paper Restriction Order.

The Year Book of Wireless Telegraphy and Telephony (The Wireless Press, Ltd.), is a standard work on the subject, essential to all engaged in this wonderful and still comparatively new industry. It consists of some 1,350 pages, advertisers giving the volume a generous measure of support. The book contains many valuable articles, and is an encyclopedia on the subject.

In the course of the annual report of the Scarborough Townsmen's Association, which was presented at the annual meeting recently, it was stated that the committee felt gratified at the successful results obtained from the triple-column advertisement of the town

which had appeared in *The Daily Mail*. The number of applications for booklets which had been made in consequence of the advertisement had been large. In moving the adoption of the report the chairman, Mr. Edward R. Cross, urged the importance of advertising Scarborough, saying they must not lose sight of that even in war-time. It paid to advertise and everyone had found that out. Money spent in advertising was thoroughly well spent, and newspaper advertising he liked best of all. Everybody saw it, for everybody got a newspaper. Well displayed advertisements in various papers were better than one advertisement in one paper. The report was approved.

Information for Advertisers—No. 1

Many an advertiser can only estimate the magnitude of a paper's influence. On circulation, for example, he must often be content with the mere statement of a publisher or representative.

It is possible, however, definitely to establish a paper's publicity worth from certain facts.

The House of Hulton proposes every month to give facts here which should enable advertisers themselves to do this.

This Month's fact:

Hultons of London and Manchester print and publish more newspapers than any other firm in the British Isles—probably the world!

OVERSEAS ADVERTISING



U.S.A.

The fourteenth annual convention of the Associated Advertising Clubs of the World will be held at San Francisco from July 7th to July 11th, and one of the main subjects for consideration will be the scheme of alert, patriotic propaganda in the States to meet and suppress pro-German activities. The plans for the campaign are now being worked out by the Division of Advertising of the Committee on Public Information at Washington, with assistance from Chicago and other cities where advertising clubs exist.

Another department of the activities of the A.A.C. which will come up for consideration at the conference is that of the Financial Advertisers Association, and their committee are now busily engaged in considering the war service of the banks and of financial advertising with a view to their further extension to the good of the country.

President Wilson, in expressing approval of the holding of the convention, has emphasised the important part that advertising and business men must take in winning the war. Doubtless he recalled what advertising had done to help the success of the Liberty Loan. The convention of 1918 will be primarily a "war convention."

Some really remarkable results have been obtained from the advertising of the Third Liberty Loan in the U.S.A. Many of the cleverest advertising men in the country threw themselves enthusiastically into this work, the direction of the whole campaign and of its component parts—i.e., sectional campaign—being in the hands of members of the Associated Advertising Clubs of the World.

From the headquarters of the Seventh Federal Reserve District—which includes Chicago—we have received a copy of *Liberty Loan News*, a full-sized 16-page newspaper, of which 25,000 copies were issued to the newspapers and accredited bond sellers in the district. Its contents include full-page bond advertisements, illustrated by famous artists; editorials by leading public men, from Presi-

dent Wilson downwards; leading articles and advertisements in a wide variety of sizes, of which editors, committees or salesmen can have stereotypes or electros on request. This unique production was edited by Mr. Wilbur D. Nesbit, vice-president of the Rankin Advertising Company. The copy was handled by members of the staff of the firm. The art work was by the Ethridge Company and the Chas. Daniel Frey Company, the whole production being supervised by Mr. Wm. H. Rankin.

Canada.

In the reference to Mr. W. A. Lydiatt which appeared in our March issue, with regard to his new paper *Marketing*, a little mistake occurred. Mr. Lydiatt was then described as Secretary to the Canadian Publishers' Association, whereas it should have been Secretary of the Association of Canadian Advertisers, a post which, however, he resigned before undertaking the publication of the magazine.

New Zealand.

New Zealand, as is well known, is a delightful country in which to reside, and recent statistics show that it has now an added charm in that the rise in the cost of living is less there than in many other parts of the world. The Prime Minister, speaking in Wellington, brought this out recently, basing his remarks on returns taken from official publications. He showed that whereas the increase in the cost of living was 211.6 per cent. in Austria and 102 per cent. in the United Kingdom, the advance in New Zealand was only 27.4 per cent. Returns showing the advances in other countries may also be quoted. They include the following: Germany, 110.5 per cent.; Norway, 144; Holland, 91; United States, 41; Canada, 44; and Australia, 29.

In view of the wonderful price New Zealanders receive for their raw products the country is a splendid market for exports from other lands.

The paper shortage has led the owners of *The Drapers' Record* to resolve that, as from the first issue in June, no full-page advertisements can be inserted in their publication. Those who have taken full pages were therefore asked to reduce them to half pages, and existing half-page advertisements had also to be reduced 50 per cent.

By the last mail to hand from South Africa, Mr. Cecil J. Sibbett writes that his organisa-

tion, the South African Advertising Contractors, Ltd., now controls all the hoardings in the Cape Peninsula.

The Business World, a monthly magazine issued by The Business World Publishing Company, 119-120 Armenian Street, Madras, has just made its first appearance. Designed, as its name suggests, for business men, it is likely, if they have trade relations with India, to prove of service to them.

"Your paper is so good that we willingly renew the subscription."—Messrs. MARTINS, LTD., 210 Piccadilly.



THE quality of the contents of "Everyweek" has secured for it a class of circulation that ranks it with the very highest grade of illustrated weekly periodicals.

From the issue of May 30th onward it will be produced in a style that will enable its host of illustrations to appear to the fullest advantage.

This improvement in technical reproduction of editorial illustrations will extend to those of advertisers.

The whole paper will, in its new size, be printed on paper capable of reproducing perfectly the half-tones (screen up to 120) used in so many of the finest advertisements.

Will Advertisers and Agents note the printing space of the page is now $6\frac{1}{4}$ in. \times $10\frac{1}{4}$ in. deep.

Further particulars of rates and positions available from

THE ADVERTISEMENT MANAGER

EVERYWEEK

ST. BRIDE'S HOUSE
SALISBURY SQUARE
LONDON, E.C.4

Telegrams :
"Muniarc, Fleet, London."

Telephone :
City 9330 (15 lines)

IN THE PROVINCES



What Advertisers and Advertising Men are doing in Provincial Centres—from the Special Correspondents of "The Advertising World."

Belfast.

Mr. Robert Aitken, Irish manager of the Siviter Smith Advertising Service, having joined the Forces, was entertained recently by a representative gathering of advertising men and a few personal friends. At the same time he was presented with a silver wristlet watch, and Mrs. Aitken received a silver chateleine card case. The chair was taken by Mr. Wm. Cassidy, advertisement manager of *The Belfast Telegraph*. Mr. James Dalzell, advertisement manager of *The Belfast News-Letter*, paid a glowing tribute to Mr. Aitken's versatility in his profession, to his genius for forming friendships and to his real desire for a closer union and understanding amongst advertising men. Other speakers also bore testimony to Mr. Aitken's worth, and the gifts were acknowledged by the recipient in graceful terms.

With the departure of Mr. Robert Aitken, a decided void has been created in the ranks of progressive advertising men in Ireland. Prior to his appointment with Messrs. V. Siviter Smith & Co., Mr. Aitken occupied the position of advertising manager to Messrs. Murray, Son & Co., Ltd., tobacco manufacturers, Belfast, and his appointment as lecturer in advertising in the Technical College, Belfast, marked a new phase in educational work here.

Birmingham.

The conductors of *The Birmingham Gazette* recently invited a representative body of the religious, educational and social workers of Birmingham to a gathering at the Grand Hotel in that city to meet Miss Maude Royden, co-pastor of the City Temple. Miss Maude Royden spoke on "The Position of Women in the New State." Sir Chas. Starmer, the managing director, in a few remarks, contended that one of the essential functions of a modern newspaper was to reserve a column which readers could use freely for the ventilation of their views on public topics.

Cork.

An efficient, if somewhat modest, publicity campaign is at present in progress under the ægis of the Cork Industrial Development Association, with the object of making known the resources of the south of Ireland, with special reference to the trade and industry of Cork, city and port. Monthly "Bulletins" are being

compiled by Mr. J. L. Fawsitt, the Secretary of the Association, and in those already published he has set out in detail a mass of hitherto inaccessible data concerning the possibilities that lie before the investment of capital in the further development of the rich resources of southern Ireland.

Dublin.

The feelings of uncertainty, engendered by the political situation in Ireland, necessitated the postponement of the proposed general meeting of the Irish Advertising Association to a more opportune date. During the interim, however, the provisional committee have been closely engaged on the "Constitution and Rules," and a draft of the committee's proposals will be submitted to the general meeting, provisionally arranged for the last week of this month. I understand that several prominent north of Ireland advertising men have now evinced a warm interest in the project, and that Ulster is likely to be well represented when the Association has become a fully-fledged advertising organisation.

Edinburgh.

On May 2nd Mr. Norman Maclean, of the Maclean Advertising Agency, Edinburgh, delivered an address before the Rotary Club of that city on "Government Advertising in War-Time." The speaker dealt with the various forms of publicity used by the Government to make known their requirements, and expressed the opinion that in time to come historians would recognise that publicity had played an essential part in letting the people know what was required of them, so that they might, if necessary, again rise to the colossal efforts and sacrifices of the last four years.

Manchester.

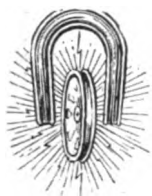
The loss sustained by the continued reduction of advertising space in the local Press has been compensated for to some extent by such enterprising firms as Messrs. Lewis and others, who have given an additionally attractive appearance to their display departments, the exhibits of which have for some time attained a specially high standard of advertising excellence. At the present time there is a disposition to mark time in the local advertising ranks, but a march forward in the near future, when the outlook is more hopeful, is confidently expected.

I find THE ADVERTISING WORLD invaluable to me as a craftsman printer, THE ADVERTISING WORLD is of much interest to "live" printers.—JAS. HY. HALIBURTON, Durban, S.A.

Memorandum

It MAY come to One Inch Single Columns in the Press—BUT—there are STILL the Trams and 'Buses left.

The British Electrical Federation Advertising Committee



Offers Spaces at the following Approximate Rates:

Sides	10 ft. × 20 in. ...	5/- per week
Ends	6 ft. × 20 in. ...	2/- „ „
Corners	4 ft. × 20 in. ...	1/- „ „
Dashes	2 ft. 6 in. × 20 in. ...	1/- „ „
Hanging Cards	...	1 ft. 6 in. × 22 in. ...	1/6 „ „



For further particulars and terms write to:

THE ADVERTISING MANAGER,

The British Electrical Federation, Ltd.

1 KINGSWAY, LONDON, W.C.2



The Pall Mall Gazette

SINCE the outbreak of war the “Pall Mall Gazette” has steadily increased its already well-established position as the evening newspaper most appealing to educated Londoners.

It covers a circulation area containing upwards of twenty million inhabitants, and is read by the classes possessing the highest purchasing power.

The “Pall Mall Gazette” goes home, and reaches the woman who buys for the household.

ADVERTISERS SHOULD WRITE FOR FURTHER INFORMATION AND RATES TO—
H. W. MORRIS-PUGH, ADVERTISEMENT MANAGER, 8 TEMPLE AVENUE, E.C.4

ITEMS OF INTEREST

Deep sympathy is felt for Mr. Gordon Selfridge in the great blow which he has sustained in the death of his wife.

Mr. J. W. Amey has resigned his post as advertising manager to Messrs. Woolland, of Knightsbridge, and is now acting in a similar capacity for the Civil Service Stores in the Haymarket.

Mr. J. Heritage Peters, who holds a commission in the Royal Air Force, and has been for more than two years in that service, has now closed the H.P. Advertising Service, which he founded, for the duration of the war. This took effect as from May 6th.

The National Party have appointed Messrs. P. C. Burton & Co. as their publicity agents.

Mr. Ross Lawson has resigned his position as publicity director with Messrs. Cassell & Co. and taken up work as publicity director to the Film Booking Offices.

The death occurred at Beaulieu, Nice, on May 14, of Mr. James Gordon-Bennett, the famous owner of *The New York Herald*. It was he who sent out Mr. H. M. Stanley to find Dr. Livingstone.

The will has been proved at £203,086 of Mr. John Marston, chairman of the Sunbeam Motor Car Company, and maker of the Sunbeam cycles.

The dealers in antiques have decided to form a Society of Antique Arts Traders, being largely influenced in so doing, we believe, by a desire to protect their interests in view of the Luxury Tax. Mr. T. Livingstone Bailey, so widely known as the advertisement manager of *The Connoisseur*, is acting as hon. sec. pro tem. of the society.

At the annual meeting of the Newspaper Society, held on May 8th at the Waldorf Hotel, Mr. J. R. Scott presided in the absence through indisposition of the president, Mr. Allan Jeans. It was shown that during the year the membership had grown from 318 to 522. Mr. Jeans was re-appointed president and Mr. J. R. Scott chosen as vice-president, and Sir George Toulmin treasurer.

Messrs. Iliffe & Sons have acquired *The Amateur Photographer* and *Photographic News* and other photographic publications of Messrs. Hazell, Watson & Viney. During the war it is proposed to publish *The Amateur Photographer* and *Photographic News* with Messrs. Iliffe's other photographic paper, *Photography and Focus*, the combined issue embodying the leading characteristics of both publications.

The after-lunch addresses to the members of the Aldwych Club Debating Circle were resumed on April 30th when Mr. J. T. Grein, the distinguished dramatic critic, spoke on "The Future of the British Drama Amongst

our Friends Abroad." Mr. Grein has lately become a member of the club. Mr. Sydney Walton presided. Mr. T. B. Lawrence, we are glad to state, has now resumed his task as hon. secretary of the Debating Circle, a fact upon which members are much to be congratulated.

The Hastings Borough Association is appealing for £1,500 for the advertising of the town, and as this favourite seaside resort is enjoying great prosperity from its influx of visitors, the money should not be very hard to raise so that the attractions of the town may be made known even more widely.

Those of our readers doing business with the United States may be interested to know that they can obtain from the Dorland Agency, 16 Regent Street, an up-to-date record of selected names and addresses of wealthy Americans in all the leading cities.

The twentieth annual report of Messrs. Odhams, Ltd., showed a trading profit for the year of £36,285 as against £31,678 for the previous year, and the net profit amounted to £22,975 as against £21,418. To that was added £13,705 brought forward. The dividend declared was at the rate of 8 per cent. per annum on the preference shares, making 7 per cent. for the year, and 8 per cent. on the ordinary shares for the year. £20,194 was carried forward. At the annual meeting, held on May 13th, it was resolved to accord the preference shares a fixed cumulative dividend at the rate of 8 per cent. per annum.

A very satisfactory report was presented at the annual meeting of the Worthing Publicity Association, which was held on May 6th. It was shown that an official guide had been published during the past year. It had cost £177 8s. to produce and the advertisements brought in £265 6s. The annual subscriptions, which had amounted to £212, were about the same as in previous years. Altogether, and including the guide, the sum which had been spent in advertising the town had amounted to £454. The Town Clerk, whose services as hon. secretary were warmly acknowledged, said applications for guides and other information had been almost overwhelming.

A reference to our Volume of Advertising Tables will show that we have this month for the first time included three of the periodicals issued by United Newspapers, Ltd. These have now so established themselves as popular favourites that we feel they should be included in our statistics of advertising.

Printers' Pie was published on the 13th, and constituted a delightful method of passing away a leisure hour or affording relief from the cares of work. A great company of distinguished writers and artists contributed to its pages.

Dutton's Shorthand

FIRST LESSON FREE

The Dutton Shorthand System is gaining hundreds of adherents daily, its popularity being due to the fact that novices giving a few hours per day to its study and practice can become qualified stenographers and obtain remunerative berths within one month. Dutton's Shorthand can be acquired in one-third the time required by any other system.

A HIGH SPEED SYSTEM.

Although the Dutton System is so simple that its complete theory can be acquired in 24 hours, it is nevertheless a high-speed system. On March 21st last Dutton writers sat for the Royal Society of Arts Certificates, taking tests at all speeds, 50 to 140 words per minute. London Chamber of Commerce Senior Certificates (100, 110, and 120 words per minute for ten minutes) were gained by Dutton writers in November last.

DUTTON'S SHORTHAND IN GOVERNMENT OFFICES.

Dutton's Shorthand Writers are now engaged in all of the following important Government Offices :

**Admiralty
War Office
Air Ministry**

**National Service
Food Control
Trench Warfare**

**Shipping Controller
Ministry of
Munitions**

and many other subsidiary Departmental Offices.

GOVERNMENT OFFICIAL'S INCREASE OF SALARY.

A Government Clerk writes :—" I shall certainly recommend your course of instruction in Shorthand to anyone to whom I know it will be useful. I have already been granted an increase in Salary of £32 10s. 0d. per annum, with a prospect of a further increase in a few months' time. I had previously spent several months trying to learn another old-fashioned system, but had to give it up, as owing to being employed in a Government Department in which the detail and instructions call for a good deal of memorising, I found that to study the other system was too great a burden after a heavy day's work."—F.R.C., April 3rd, 1918.

RECORD PROGRESS AT L.C.C. INSTITUTES.

Dutton Shorthand Classes were inaugurated at four London County Council Senior Commercial Institutes last September, and record progress has been made in spite of classes which have frequently had to be abandoned because of air raids. Students from every Dutton Class sat for the Royal Society of Arts Elementary Certificate (Test, 50 words per minute for 8 minutes) on Thursday, March 21st last. At the monthly Speed Examination held in connection with each Dutton Class, students from three of the classes were successful in March in passing 3-minute tests on strange matter at 70 words per minute. The tests were independently selected and independently supervised. Local Education Authorities will be interested to hear that 2,000 Teachers in all parts of the country are now going through a course of instruction with a view to taking the Dutton Shorthand Teachers' Diploma in good time for the 1918 Winter Session. Enquiries are invited from Local Education Officers.

A PUBLISHER'S EXPERIENCE of 3 MONTHS' DUTTON WRITER.

The Publisher of an important monthly publication writes :—" Judging from observation of the shorthand-typist in this office who uses the Dutton system, I can certainly say that I am very pleased with it. I find she reads her notes quite as accurately as do the users of other shorthand systems, and that despite the limited period during which she has been employing your system (she came to us after only three months' tuition) her speed is quite equal to that of writers using other systems, whom I have employed in this office, and who have had certainly three or four times her experience. In fact, having regard to the qualifications referred to, I think she has done remarkably well."—April 24th, 1918.

FIRST LESSON FREE.

A specimen lesson in Dutton Shorthand, comparison with other methods, particulars of the Special Postal Course of Tuition, and of the Day and Evening Classes conducted at the London Branch (92 and 93, Great Russell Street, W.C., 4 doors west of the British Museum), will be forwarded to every reader sending two stamps to

DUTTON'S NATIONAL BUSINESS COLLEGE (Room D1) SKEGNESS

SUBSCRIBERS' ADVERTISING

MESSRS. LEWIS BERGER & SONS, colour makers, Homerton, E., send us a booklet which is an interesting example of what can be done, if taste is shown, in the production of first-class brochures even in these days of paper scarcity. It is quite a simple piece of work, only 18 pages, including covers, and printed on thin paper, but because taste has been displayed in the lay-out of the pages, in the choice of type and in the few decorative details, a distinctly attractive appearance has been secured. The object of the writer has been to show the importance of using paint to protect iron work from rust. The text is set, for the most part, in a type akin to Plantin Old Style, about 14 point, and with its leaded lines and ample margins and type well set on the page it is good to look at. Blue and green is used for the few decorative details aforementioned. The cover will arrest attention.

MESSRS. ED. BENNIS & CO., Little Hulton, Bolton, and 28, Victoria Street, S.W., send us a catalogue describing their coal and ash-handling plants for use in engineering works. It is admirably turned out, and a feature that specially strikes attention is the brightness of the illustrations, which are printed from excellent half-tone blocks on first-class art paper. Illustrations are the feature of the booklet and the letterpress is set in 14-point Caslon, widely leaded. The catalogue runs to 64 pages, and for cover is bound in a stout linen grain paper of a Saxe-blue shade, with title panel in a deeper tone of blue—a simple and handsome design. Altogether it is a very workmanlike production, calculated to create a good impression on those who receive it.

MESSRS. CLAYTON & CO., Karrier Works, Huddersfield, forward us two specimens of recently issued publicity matter. Of these the chief is a handsomely produced folder in a stone grey cover, this cover being printed in orange and black, so that by the cutting away in places of the orange and black blocks the effect of a three-colour cover is secured. The folder itself is given up to illustrations of the chassis of the cars, very well reproduced from half-tone blocks on a high-grade glazed paper, a flat neutral tint being printed as a border. The text matter is devoted to a specification of the Karrier wagons.

PULLARS' DYE WORKS, Perth, send us a copy of a single-page leaflet which was used as an inset in nearly all the monthly magazines for April and May, being part of a fairly extensive campaign of publicity in which the firm are now engaged. The leaflet, which is crown 8vo, has on the front a representation in colours of a view of the city of Perth, seen from the surrounding hills, with a few words concerning the old standing of the firm. In a panel on the back is a little statement showing what dyeing can do. The leaflet should render good service for this famous firm, but we think it might have been turned out in somewhat more modern and forceful style, which should make stronger appeal. The text might have been, we suggest, more live and human; a little story crisp and telling, instead of a rather conventional statement. A border would have helped the appearance of the picture on the front, which, as it is, comes right out to the edge of the paper, and has a rather old-fashioned look about it.

Business Going Out

The publicity for Mend-a-Tear is being placed by the West End Advertising Agency for the Leicester Rubber Co., 19, Granby Mills, Leicester.

The advertisement of Messrs. John Phillips & Sons, sponge importers, which appeared in nine different languages, was placed by Messrs. Sells.

The publicity for the coming season for the Harrogate Corporation has again been entrusted to Messrs. P. C. Burton & Co.

Messrs. Gould & Portman are placing the advertising of the All-Work Corsets, for Empire, Newman Street, W.

The advertising of Bel-Broid Lingerie, for the Belgenbroid Lingerie Company, Monaghar, Ireland, has been undertaken by Messrs. Paul E. Derriek.

The West End Advertising Agency are responsible for the publicity for Mathers'

Scotch Fish Cakes, on behalf of the makers, Messrs. Mathers, of London and Paisley.

Mr. Harold C. Norman, advertisement manager of *The China Press*, Shanghai, is now on a visit to England in the interests of a special issue of his paper which is to be published next October in commemoration of the establishment of the Republic of China. Mr. Norman therefore seeks to interest Britishers in the Chinese market, and to point out to them the vast field which the new Eastern Republic offers for their merchandise. There is, he says, a wonderful opening for British goods of the right kind. He has opened an office at 3 Whitefriars Street, E.C. Though published in what is sometimes spoken of as the "Unchanging East," *The China Press* is a very live and up-to-date publication, bringing out fine special numbers from time to time. Mr. Norman came to England by way of Vancouver and Montreal, and had some exciting experiences when crossing the Atlantic.



THE HUNS ARE SINKING YOUR COPY-SPACE

It is therefore more than ever necessary that your advertising should be forceful, original, out-of-the-rut.

As the space available grows more restricted, you *must* strive for greater copy-efficiency—you *must* contrive, somehow, to make one sentence do the work of ten, and do it *better*.

You haven't the time?

Then why not delegate the task to Pool's? Why not, at least, give this Personal Service Agency, with over Fifty Years' experience of World-wide Advertising, an opportunity of showing you methods of increasing the pulling power of small-space copy?

Pool's will send a practical advertising man to discuss details at any time convenient to you.

CHARLES POOL & CO., LTD.

180-181 FLEET ST., LONDON, E.C.4

BIG RESULTS £1,500 from Small Expenditure 12/- Advt.

FIGURES THAT SPEAK FOR THEMSELVES:

A small advertisement in the "Christian Herald" offering two Debentures of £25 each brings applications for over £1,500.

AS further proof of the extraordinary results obtained from advertising in the "Christian Herald," we would draw attention to striking figures in connection with the advertising of a firm of Clothiers. This firm writes us that in February, 1916, when they were running a 2½ inches wide column advertisement at a cost of

£6 5s. per week, the average weekly result from the advertisement was **£50.**

Dr. W. G. HARTOG, M.A., F.R.S.L., etc., Director of the Syndicate Publishing Co., writes on September 27th, 1917, to the

CHRISTIAN HERALD

"I feel sure that it will interest you to know that in response to three small advertisements which this Company inserted in your paper during August, the worst time of the year for advertising, the total cost of which at your full rates amounted to £85, we have sold up to date approximately 1,500 Dictionaries at prices varying from 6s. 3d. to £1, and orders are still coming in at the rate of 20 to 30 per day. These figures testify better than any words I can say to the extraordinary pulling powers of your paper, and to the confidence which your readers have in the 'Christian Herald.'"

Thus the "Christian Herald" is one of the foremost weekly periodicals—foremost in circulation, foremost in responsiveness, foremost in results. Get the "C.H." on to your list for a series contract NOW, at the strategical moment. The circulation has averaged weekly well over a quarter of a million copies for the last 20 years, and assuming each copy is read by three or four persons, the advertisements come under the notice of

OVER A MILLION READERS.

There is now so much demand for advertising space in the "Christian Herald," advertisers should at once apply for Specimen Copies and Rate Card to Advertisement Manager, 6 Tudor St., London, E.C.4.

Mr. Chairman and Gentlemen!

PAST AND FUTURE TRADE

The Importance of Utilising the Services of the Technical Press

MR. J. L. GARVIN, President of the Institute of Journalists, spoke in a very interesting manner at a conference of trade paper editors held on April 20th, on some of the steps which it would be necessary for this country to adopt if we were to set our house in order and take advantage of the lessons the war had taught us. "We must organise," he said, "and we must have knowledge, which is power. There are no substitutes for knowledge. But we must not imitate the Germans: we must study for ourselves. Trade journalists must seek to direct national actions into the right lines, and it is impossible to overestimate the value of publicity. We must have an awakened Board of Trade."

Mr. Gordon Selfridge was another speaker at the meeting, and said he could not understand how it was that the development of commerce should cease to be the most agreeable game of all. It was their duty again to put trade and commerce in the enviable position it had occupied when Great Britain was sending her flag all over the world. In the States the people did not look to the Government for anything; they felt the politicians were an impracticable, unintelligent body of men who went to Washington to legislate about things they did not understand. Business men there felt safer when Congress had adjourned. It was indi-

vidual men they must really look to for business success, and the young men of the next generation must be well-informed.

The meeting was held at the Stationers' Hall, Ludgate Hill, under the presidency of Mr. Garvin, to consider our past and future trade, and the steps which should be taken that we might develop our trade in an energetic manner after the war.

The Hon. Sec. of the London District of the Institute of Journalists, Mr. S. J. Sewell, read a paper bristling with statistics, showing how rapidly German trade had developed between 1869 and 1913. He urged that reforms should be undertaken, so that after the war they might be in a better position to develop their trade, and, referring to the Paris Conference, said that by reason of the boycott nature of its recommendations he feared they would never be put in operation. Even now German manufacturers were negotiating for sites for factories in Switzerland so that German goods might be manufactured in that country and sent to this country as Swiss.

A resolution was passed inviting the Board of Trade to utilise to the fullest extent the services of the technical press and suggesting the formation of a joint committee representing the existing organisations of the technical press.

ADVERTISING—OLD AND NEW

Popularity of the London Omnibuses for Appeals to the People

"ADVERTISING—OLD AND NEW" was the title of a paper read by Mr. H. L. Spratt, assistant to the Advertising Superintendent of the London General Omnibus Company, at an "efficiency" meeting of the Underground General Associated, which was held at the close of last month.

Before proceeding to the historical retrospect of advertising, Mr. Spratt dealt with its general underlying principles. Having defined advertising as salesmanship in print, he said the value of an advertising medium depended upon its facility to bring an advertisement to the notice of a reasonable number of possible customers at a fair cost. To achieve that end the advertiser must discriminate carefully among the choice of media available. Despite the marked improvement which the application of art and literary style had engendered in advertisement design in recent years, size rather than quality still lingered in certain quarters as the desideratum of an advertisement. It was really cheaper to pay a high price for a few good advertisements well placed than a low price for a quantity indifferently designed and indiscriminately fixed.

Passing on to refer to advertising on omnibuses, Mr. Spratt said the arrangement of the

advertising space thereon dated back to about 1884, when garden seats were introduced. During the year February, 1917, to January, 1918, advertisements on behalf of Government offices alone were exhibited on the company's buses as follows: 5% War Loan campaign, 15,250 double crown posters; "Eat Less Bread," 11,880 double crown posters and 2,000 side bills; "Bank at the Tank," 900 side bills; and "War Bonds" and "War Certificates," 18,250 double crown posters. Of advertising it might perhaps be said that, being naturally somewhat exuberant in character, it had sown its wild oats and was now a respectable addition to commercial life.

Passing on to refer to the historic side of advertising, Mr. Spratt said the signs so largely employed in earlier days, such as the barber's pole and the three balls displayed by the pawnbrokers, were favourite means of advertising the trade of the man who exhibited them. The introduction of writing had been quickly turned to account for advertising purposes. In the ruins of Thebes had been discovered advertisements written on papyri over three thousand years ago offering rewards for the return of runaway slaves, and the Romans seem to have made considerable use

India's Wealth



Millions of Rupees are spent each year by the people of India on Imports.



You want your full share of this trade ?



Then write to us for our suggestions.



We are on the spot, and know the Country.



Advertising literature prepared in all Indian languages.



Alliance Advertising Association, Ltd.

INDIAN ADVERTISING SPECIALISTS,

Head Office : CAWNPORE, INDIA

Also at CALCUTTA and BOMBAY

To procure and secure

TRADE IN IRELAND

"McCONNELL'S KNOW IRELAND"
—its potentialities for new trade openings, the individual merits of its newspaper media, and the means of access to its purse-strings.

The Irish Service Agency for Creative work in Trade Promotion.

consult **McCONNELL'S ADVERTISING SERVICE**

BELFAST 15 Donegall Pl
DUBLIN 6 St Andrew St
CORK 13 St. Mall

Are you Re-signed ?

*Signs to cover all your needs
Made and fixed by Oldham, Leeds*

IF you are a business pessimist you will be resigned to the worst : if a business optimist you will be re-signed for the best.

You will be re-signed with an Oldham sign, which will at once show everybody that you are still a live and active force in your business.

Can we make a sign express so much for you ? We can ! Why ? Because we have behind us years of experiment and experience in the science, art and craft of sign designing and sign making. It is the corner in which we have specialised as no-one else has done.

Let us know your business, and see if we cannot sign it for you effectively.

*J. OLDHAM (with which is incorporated Gawthorp's Ltd.)
Sign Advertising Specialist, Foot of York Road, LEEDS*

of advertising, for in the ruins of Pompeii, destroyed 79 A.D., had been found many traces of advertisements. They referred mainly to plays and gladiatorial combats, and were painted in red and black on the walls in the town. Advertisements regarding "houses to let" and "new books" were fairly common.

The first posters used in England were printed about 1480. They measured 5 inches by 7, and announced the sale of "Pyes of Salisbury Use," a collection of rules for the benefit of the clergy. The advertisements in newspapers were almost the sole means by which they were able to trace the history of advertising for many years. Advertisements seemed to have been confined to the sale of books for many years, and it was believed the first advertisement in a newspaper appeared in France in 1612. The first really "commercial" advertisement in England was inserted in 1658 and was for tea, appearing in *The Mercurius Politicus*. An advertisement for coffee appeared that year. Stage coaches were advertised in the same paper in 1658. The charge for a journey

to Salisbury was 20s. At first the names of shopkeepers only were given, it being assumed that the addresses were unnecessary. But as towns grew those were afterwards added. Towards the end of the eighteenth century rapid progress was made in what might now be regarded as modern advertising. In 1712 a tax of 1s. was imposed on every advertisement, irrespective of size, and afterwards advanced to 2s. The average length of an advertisement in the eighteenth century was about eight lines and the cost about a shilling.

Touching on the widespread use of advertising at the present day, Mr. Spratt observed that once upon a time the Government regarded our public buildings and monuments with respect and passed legislation to prevent bill posters from disfiguring them with posters. To-day the monument erected to the memory of their hero Nelson was surrounded and bespattered with advertisements of War Bonds, and the stately War Office building was plastered with advertisements of cinematograph shows.

The Association of Advertising Women

THE FIRST meeting of the session of this Society was held on April 22nd, at the Emerson Club, Buckingham Street, W.C. Miss J. A. Reynolds, in her opening address, said that, considering the difficulties imposed by war conditions, the Association was to be congratulated on having had a successful year, and they hoped and intended this year to carry on in like manner.

Mrs. Alys Russell gave an extremely interesting address on "Opportunities for Women." She said she had an immense respect for

business women, who must have exercised great perseverance and overcome many difficulties before they could succeed in entering the circle of business life hitherto sacred to men. The industrial status of women and their remuneration, especially the latter, would become very important in view of the fact that, in consequence of the losses of men and the maiming of others, large numbers of women would undoubtedly have to step into the position of breadwinner for the family. Mrs. Russell also appealed to women to make a careful study of the principal questions of the day and to use their newly acquired right of voting with intelligence and a full realisation of the responsibilities of citizenship.

Society of Motor Advertising Managers

The fourth annual meeting of the Society of Motor Advertising Managers was held at the Aldwych Club on Friday, May 3rd.

After an informal dinner on strictly wartime lines, the out-going president, Mr. Ernest E. Reinhold, gave an account of the past year's work, which recorded an increased membership, an increased cash balance, and altogether an encouraging state of things.

The objects of the Society, as the speaker pointed out, were first the social intercourse of ideas with men engaged in the motor trade and discussions on topics arising directly out of their particular business, and further the object was to raise the status of the advertisement manager.

The Secretary, Mr. Hubert O. Davies, reported that the membership was over forty, which in view of the limited field among the motoring houses, was considered good, and also when it was realised that many men who

undertook advertising for particular motoring companies were now on active service.

The monthly meetings had been well attended, and some highly instructive papers had been given which had resulted in much useful discussion.

The election of officers resulted in the re-appointment of all those who served last year, excepting that the president, Mr. Reinhold, was put on the committee and Mr. E. W. Delacour, of the Anglo-Mexican Petroleum Co., was elected to take his place in the presidential chair.

The following gentlemen were also chosen to serve on the committee:—Mr. W. T. Bishop (Clement Talbot, Ltd.), Mr. L. Brandes (Straker Squire, Ltd.), Mr. A. F. Isley (Phoenix Motors, Ltd.), Mr. J. A. Masters (Harley Davidson Motor Co., Ltd.), Mr. A. H. Silcock (Tilling-Stevens, Ltd.), and Mr. F. G. Woollard (Wrigley & Co., Ltd.). Mr. Hubert O. Davies continues to act as hon. sec. and treasurer.

The secretary states that he will be glad to forward information regarding the objects of the Society to all men who are directly engaged in motor advertising.

ASSOCIATED RETAIL ADVERTISERS

34 ESSEX STREET
IN THE STRAND
LONDON W.C.2



The A.R.A. is a "combine" of enterprising Retail Traders, retaining the services of Associated Artists and Advertising Experts to design and produce their advertising on a Co-operative basis. The A.R.A. does not act, even in an advisory capacity, for firms competing with those who retain their services.

Membership of the Association and the services of its staff can be retained for a few shillings per month: which need not be added to your advertising cost; A.R.A. advertising "brings all the money back."

For full details and terms, write now, on your business heading

A Member of the A.R.A. wrote voluntarily:—
"It is a pleasure for us to entrust this work to you, as we know from past experience that the tone of the copy will be such, that the advertisements we now require will be real business bringers."

The Canadian Market for your Goods

Here is a book which answers all the preliminary questions you would ask before placing your goods on the Canadian market. A convenient, condensed compilation of facts and statistics relating to Canada, its people, its products, its markets, its advertising mediums—350 pages of data classified, tabulated and indexed for easy reference.

We know of no book published in the British Empire which serves its purpose so well as

LYDIATT'S

"What's What in Canadian Advertising"

1918 EDITION JUST PUBLISHED

Published at \$2: post free for 8/6 from

"The Advertising World"

SARDINIA HOUSE,
KINGSWAY, W.C.2

BAIL UP!
IN THIS SENSE MEANS LOSS

BUT
BALE UP!
IN THIS SENSE MEANS GAIN



No argument is needed in favour of converting waste products into a source of profit. The advantages of such a course are obvious.

The only question is—What is the best way in which to do this? The answer is, by baling in a "CROFTBANK BALING PRESS."

Well-baled waste is — (1) more easily handled — (2) more easily weighed — (3) minimises fire risks—(4) fetches the highest prices—(5) occupies but little space.

THE Popular "Croftbank"

illustrated above, is suitable for firms making up to 10 cwt. of waste weekly. It is made of specially-selected seasoned timber, and has no complicated parts to get out of order. This press measures 4' 8" and only occupies 25" x 22" floor space. **PRICE COMPLETE WITH 50 WIRES— £5 15 0**

Send for explanatory booklet "F."

Agents wanted where not already represented.

J. ALLAN HANSON & SON
(L. COLLIN HANSON)
CROFTBANK WORKS,
CROSS STREET, OLDHAM

The A.W. Professional Bureau

The Clearing House for Advertising Men

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men for any position they have vacant. Advertising men desiring appointments can have their applications filed on the Register for a fee of 10/6. This includes :—

1. The retention of their qualifications on the Register until suited.
2. The insertion of their advertisement under box number in the weekly list of situations vacant and, unless suited previously, the insertion of an inch advertisement of their qualifications on this page.
3. The sending of copies of abstracts of their qualifications to employers having vacancies on their staffs.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

These advertisements are inserted subject to the rules and regulations issued by the Director of National Service.

SITUATIONS WANTED

Advertising Assistant (B. 58)

Discharged soldier through loss of left arm cannot resume his work as compositor. Has the highest qualifications, and from his work in advertisement setting would be of value in advertisement department.

Advertisement Assistant in Newspaper Office. (B. 57)

Young lady with agency and drapery advertisement department experience. Can make up advertisement pages and understands checking and booking. Could assist as canvasser. Age 24. Salary £3.

General Advertisement Writer. (B. 56)

Five years' successful management for a well-known mail-order business, designing all advertisements and writing all form letters, producing catalogues, etc. Edited an engineering house organ, and organised many campaigns for various firms in the provinces. Prefer offers from London or Home Counties. Salary £250.

General Agency Clerk. (B. 55)

Many years' experience with three of the largest London agencies. Now in Government Office. Age 31. Discharged soldier. Salary £250.

Advertising Manager or Manager for Printing Firm. (B. 48)

Thorough knowledge of advertising copy-writing, and specialist printing and block-making. Samples of previous work on application. Lowest salary accepted, £450. Just over military age.

Advertisement Manager or Advertising Managership. (B. 52)

Has held both of these positions with success. Special knowledge of motor business from both advertising and editorial side, also agency business. Lowest salary £600.

Copywriter and Journalist. (B. 54)

Lady with sound experience wishes to employ part time in advertisement copywriting; can produce good selling ideas. Has specialised in write-up copy for railway, book publishers, etc. Salary by arrangement.

SITUATIONS VACANT.

Box "Stores."

Good lay-out and copy man required for a London store. Salary £300.

Box "House Organ."

Lady assistant wanted in Advertisement Department of Motor Accessories house. Must be good shorthand-typist and correspondent, and capable of writing general copy for house organ. Must have knowledge of advertising and printing.

Box "Provinces."

A provincial agency is anxious to find artists capable of producing good advertisement sketches.

Indian & Colonial Advertising

Expert Advice
from Personal

knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
5 WHITEFRIARS STREET, LONDON.
Telephone No.: 5310 Holborn.

KY
ADVERTISING
COUNSEL

The PRESS ETCHING & LIT
12 WINE OFFICE COURT, FLEET ST. LONDON, EC4

SKETCHES, PHOTOGRAPHS,
Half-text Line & Colour Blocks
Produced
all
Bespoke

**Our
Famous Blocks**
are
Within your range!
**Use
them**

"EFFICIENCY"

Telephone:
Holborn 2907

Telegrams:
"Collytype"
London

*"The work is
very satisfactory
indeed."*



That's the kind of message "G&A" Blocks enable you to get.
Good Half-tones - black, dupe & three colour. Good Line Blocks -
black & colour. Good Designs.
Blocks & Artist Work done well mean satisfaction to your
customer and to you. *Send us your next order.*
GARRATT & ATKINSON, Blockmakers, EALING London W

SPLENDID OPPORTUNITY

for Advertising Men
and Women

LEARN to write advertisements NOW
and be prepared for the big push in
publicity in connection with the reconstruction
of business now in actual preparation.
Students trained by this, the oldest and
most successful school in England, easily
earn £5 per week.

Write for particulars to the Secretary,
THE DIXON INSTITUTE OF ADVERTISING
195, Oxford Street, London, W.1

MEDALS AND BADGES.

Designs and Estimates submitted free for any kind of
Metal or Enamelled Badges, Silver and Gold Medals,
Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE
"BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly
9 d. LONDON TIME-TABLE 9 d.
640 pages

THE
AND RED RAIL-GUIDE (ABC)
FITS THE POCKET IN SIZE AND PRICE
640 pages

The cheapest, best and handiest Railway Guide ever
published. The best advertisement medium of its
kind extant. Send for copy.

Special Features:—Steamship Guide, 'Bus Services,
London Stores, "Where to Stay" in Town and
Country, Leading Health and Holiday Resorts.

General Offices: Hampden House, 84 Kingsway, London, W.C.2

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them detailed and reliable information upon any subject connected with advertising. It is also able to advise in the marketing of goods at home or abroad, even to the extent of giving you the name of the agent most suitable for your purpose. All this service is quite disinterested and FREE.

Note These Two Simple Rules.

- (1) Enquiries must be made on business letter headings (we do not undertake to answer enquiries relating to subjects other than advertising).
- (2) Information upon the status of advertising agencies, supply houses, etc., is only supplied in confidence to actual advertisers.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM ONE OF THE LARGEST MANUFACTURERS IN FRANCE. Will you please give us reports on various conditions in Great Britain ?

FROM A GOVERNMENT DEPARTMENT. Will you please give us any information you can concerning the following Colonial publications ?

FROM A NEW ADVERTISER IN LONDON. Will you please give us a list of and information concerning the suburban and home counties' weeklies ?

FROM A LONDON ADVERTISING AGENCY. Please give us the names of artists who can draw girls' heads for black and white reproduction.
We also had an inquiry from a provincial agent for a list of good commercial artists in London from whom they could get good work at reasonable prices.

FROM AN IMPORTANT U.S. AGENCY. We are desirous of placing some financial advertising in Paris and London, as well as Manchester, in publications which make a speciality of financial news, etc. Could you advise us of any other publications than the following ?

FROM A DRAPERY MULTIPLE SHOP COMPANY. We should be glad if you could let us know which is the best medium for advertising for the services of a ticket and poster writer. Also the best papers for staff advertisements in the following provincial towns. Will you also let us know where we can obtain cardboard "gold and silver" coins, and also printed copies of Treasury Notes ?

FROM A MIDLAND ADVERTISER. Will you please state if direct advertisers are able to get discounts from publishers ?

FROM A LONDON ADVERTISER. Please give us the name of a good agent placing advertisements in theatre programmes and on films, and also the names of advertising agents placing on L.C.C. cars and L.G. omnibuses.

FROM A LONDON FIRM. Please give us the names and offices of the best papers in Paris for carrying financial advertising.

FROM A BRITISH BRANCH OF A U.S. CORPORATION. Would it be possible for you to supply me with a list of British manufacturers who have an established trade in the United States, that has been or is being advertised at the present time ?
As you know, this company is very anxious to keep in touch with any manufacturing exporters who may be interested in advertising in the American market.

THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening and weekly journals during April, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE LONDON DAILY NEWSPAPERS—(Columns)

Date	Times (including supplements)	Telegraph	M. Post	Graphic	Daily Mail	Mirror	Daily News and Leader	Express	Chronicle	Daily Sketch
1918	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
April	500 495½	424½ 716½	171½ 467½	261 74½	196 13	46 3	235½ 30½	185½ 46½	140½ 290	50½ —

WIDTH OF COLUMNS: Times, 24 ins.; Telegraph 24 ins.; Post, 28 ins.; Graphic, 28 ins.; Mirror, 21 ins.; Daily News and Leader, 24 ins.; Express, 24 ins.; Chronicle, 24 ins.; LENGTH OF COLUMNS: Times, 22 ins.; Telegraph, 25 ins.; Post, 24 ins.; Graphic, 14 ins.; Mail, 22 ins.; Mirror, 13 ins.; Daily News and Leader, 14 ins.; Express, 22 ins.; Chronicle, 19 ins.; Daily Sketch, 13 ins.

PROVINCIAL NEWSPAPERS—(Formerly Halfpenny) (Columns)

Date	Liverpool Echo	Northern Echo, Darlington	Sheffield Independent	North Eastern Daily Gazette	Daily Dispatch	Irish Independent	Northern Daily Telegraph	Yorkshire Telegraph and Star
1918.								
April	63½ 104½ 337	110½ 159½ 127½	96 126 147½	102½ 118 189	145½ 14 25½	93½ 238½ 105½	100½ 147 94½	124½ 73 132½

SIZES OF COLUMNS.—*Northern Echo*, length 22½ ins., width 2½ ins., length 24 ins., width 2½ ins.; *Northern Daily Gazette*, length 24 ins., width 2½ ins.; *Daily Dispatch*, length 23 ins., width 2½ ins.; *Northern Daily Telegraph*, front page, length 21 ins., width 2½ ins.; inside, length 22½ ins., width 2½ ins.; *Sheffield Independent*, length 23 ins., width 2½ ins.; *Irish Independent*, length 22 ins., width 2½ ins.; *Northern Daily Telegraph*, front page, length 21 ins., width 2½ ins.; inside, length 22½ ins., width 2½ ins.; *Vorkehire Telegraph and Star*, length front page, 21 ins., inside 23 ins., width 2½ ins.

*** Including Auctions.**

**PROVINCIAL NEWSPAPERS--
(FORMERLY PENNY) (COLUMNS)**

Date	Bristol Times and Mirror			Glasgow Herald			Sheff'd Daily Telegraph			L'pool Post and Mercury		
1918	National	Local	Smalls	National	Local	Smalls	National	Local	Smalls	National	Local	Smalls
april	96	75	236	142	447	330	99	98	238	65	184	192

SIZE OF COLUMNS: *Bristol Times and Mirror*, length, 24 ins., width, 21 ins.; *Glasgow Herald*, length, 24½ ins., width, 2½ ins.; *Sheffield Daily Telegraph*, front page, 21 ins.; inside, length, 23 ins., width, 2½ ins.; *Liverpool Daily Post*, length, 24 ins., width, 24 in.

EDITORIAL NOTE.—In view of the shortage of paper, and the consequent severe limitations in the number of advertisements which the newspapers can now accept, we feel that a record of the amount of advertising carried by them day by day affords no true criterion of the relative popularity of the various daily papers as advertising media. We intend, therefore, until the situation again becomes normal, only to publish the totals for the month for the dailies—mainly that the condition of affairs during wartime may be on permanent record.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show	Every-week.
April 6	9	5½	5½	5	Full	Full	5½
13	8½	5½	6½	5	Full	Full	5½
20	9	5½	5½	5½	Full	Full	5½
27	9	5½	5½	5	Full	Full	5½
May 4	9	5½	4½	5	Full	Full	5½
Total ...	44½	27½	27½	25½	23½	45½	27½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending	Country Life	Ladies' Field	Bystander	Teller	Land & Water	Graphic	Sphinx	Field	Punch	Illustrated London News	Sketch	Queen
April 6	41½	16	28	18	17	13½	11½	15	Full	11½	19	28
13	42	27	28	18	18	15	12½	15	Full	11½	19	25
20	43	33½	28	18	18	13	12½	18	Full	12	19	26
27	42½	20	28	18	18	14	11½	15	Full	11½	19	22
May 4	47	17	28	18½	36	14	14½	15	Full	11½	19	54
Total	216	113½	140	90½	107	69½	62	78	76	58½	95	155

THE SUNDAY NEWSPAPERS—(COLUMNS)

Date	Observer	Sunday Times	News of the World.	Lloyd's	Dispatch	People	Reynolds's	Sunday Chronicle	Empire News
	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
April 7	23½ 5½	30 7	2½ 1	15½ 5½	9½ ½	6 5½	14 5	9½ ½	9 ½
14	24½ 6	30 7	2½ 1	14½ 6½	9½ ½	6½ 5½	15 4½	10½ ½	10½ ½
21	25½ 5½	29½ 7½	2½ 1	15 6	9½ ½	6½ 6½	14½ 4	10½ ½	9½ ½
28	24 6	30½ 7	2½ 1	9 5½	9½ ½	6 6	15½ 3½	10½ ½	10 ½
Total	97 23	119½ 28½	9½ 3½	54½ 23½	37½ 2½	24½ 24½	59½ 16½	41½ ½	39½ ½

WIDTH OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2 & 2½ ins.; Dispatch, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins. LENGTH OF COLUMNS: Observer, 22½ ins.; Sunday Times, 22 ins.; News of the World, 22½ ins.; Lloyd's, 19½ ins.; Dispatch 22 ins.; People, 18 ins.; Reynolds's 24½ ins.

THE POPULAR MONTHLIES—MAY.

(DISPLAY AND CLASSIFIED—PAGES). Special Note—Insets are not included.

Date	Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor	Wide World
May	55½	32½	29½	27½	9½	12½	25½	11	38½	21

Date	Connoisseur	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain	Coming Fashions	Lloyds
May	53	15½	25½	11	16½	10½	19	10	31	28½

THE LONDON EVENING NEWSPAPERS—(COLUMNS)

Date	Evening News	Westminster Gazette	Pall Mall Gazette	Globe	Star	Evening Standard
	D. C.	D. C.	D. C.	D. C.	D. C.	D. C.
April	203½ 19½	158½ 62	267½ 68½	155½ 50½	188½ 53½	160 13

WIDTH OF COLUMNS: Evening Standard, 2½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 2½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.

THE BRITISH MARKET

*A Guide and
Directory*

*for Overseas
Advertisers*



THE ADVERTISING
WORLD

SMALL, BUT FIT



MONTH or so ago we drew the attention of our American readers to the importance of the "big circulations" of the British newspaper Press, and endeavoured not only to show that they represent a power and influence that no advertiser can afford to neglect, but also to indicate precisely how that influence operates on the advertiser's behalf.

It must not be understood that we are in any sense "going back" on what we then said, or in any way denying the effective supremacy as advertising media in this country of the select band of great dailies and weeklies that cover the country so thoroughly, if we here call attention to a very different class of advertising media which also has its value.

It is the more advisable that we should do so as the value to general advertisers of these periodicals is very commonly overlooked, and that advertising agents are, not at all unnaturally, disinclined to view them with favour. To the agent paid on the usual commission basis they represent much labour and a small reward.

The class of media referred to includes a wide variety of periodicals appealing to small but strong sectional interests.

There are, for instance, the publications intended solely for amateurs in gardening or in photography. These, like many others of a broadly similar character, really present vastly greater possibilities to advertisers than their comparatively small circulations would suggest.

In the cases of all newspapers and other periodicals dealing with the general interests of the public as a whole the experienced advertiser knows that he must make a large allowance for waste.



Such papers are often only read very partially, or indeed receive no more than a careless glance before being thrown away. They are read in odd moments of leisure, during short railway journeys, at meal-times, and so on, when the mind of the reader is chiefly engaged with something other than the printed page before him.

In them the advertiser must of necessity launch a huge sheaf of arrows more or less into the void, on the chance of securing some infinitesimal proportion of hits.

He hardly dare give his appeal the precise definition that conveys impressive strength, because he is addressing so mixed a constituency that no cleanly directed message could possibly touch more than a fraction of it.

When it is a question of advertising in the small periodicals that deal particularly with special subjects these and other causes of so much waste effort on the part of the advertiser are no longer operative.

Such periodicals have a circle of real and earnest "readers." They are studied closely and thoroughly at such times as their readers have full leisure to devote the whole of their attention to them and to digest their contents.

The advertiser making use of them knows in each case enough of the audience he is addressing to make his appeal pointed and specific and to present his proposition in a manner that is sure to attract and interest.

These are very great advantages. The proportionate return calculated on a "per thousand" basis from advertising in a group of these special publications could not fail to be far greater than that obtainable from the general Press.

They could not create and maintain a great advertising "goodwill" as the big newspapers can do, but in supplementing the general publicity of a national Press campaign they can render most valuable assistance.

All "trade" papers of standing offer similar advantages to the advertiser of general utilities and luxuries.

There is no ground for the assumption that "trade" and technical periodicals and publications devoted to special studies, sports or pastimes are only of value to advertisers belonging to their own peculiar field.

The folk who read these papers may be specialists, and may read primarily as specialists: but they cannot escape being human.

Even the most specialising specialist possibly conceivable is also human. He, or she, must eat and drink, be clothed, toileted and amused. Moreover, everyone is a specialist in one way or another, and is more vulnerable to suggestion when it is brought forward from the one loved angle than when it comes from any other.

These be words to the wise may be, but they need to be said, and American advertisers will ease the path of their entry into the British market if they make full use of specialist media for general purposes.

An addition of forty or fifty small periodicals to a Press advertising campaign may seem a formidable affair.

It does mean a deal of trouble, though comparatively small expense: but it will pay well for all the expenditure involved.



JOHN BULL

ADVERTISEMENT RATES :

The page size (type area) of "John Bull" is now
11½ ins. deep by 9 ins. wide,
 divisible into

4 cols. to page (each 12½ ems wide)
 at **£9 PER INCH**, single column.

5 cols. to page (each 10 ems wide)
 at **£70 per column or £6 15 0 per inch.**

SPECIAL POSITIONS :

	PER INSERTION
Half-Page Solus (under matter)	£175
Title Corners on Front Cover, each	£20
Panel on Front Cover	£90

(These special positions are invariably booked for some months ahead, but the dates available will be supplied on application.)

PHILIP EMANUEL
 Advertisement Manager
ODHAMS, LIMITED
 85-94 LONG ACRE
 LONDON, W.C.2.

Telephone No.: Gerrard 9870 (seven lines)

THE CO-OPERATIVE SYSTEM AND THE NATIONAL ADVERTISER

By H. VAL FISHER (*concluded*)

THE TABLES in my first article relate to individual societies, and do not necessarily represent the total number of co-operators in any of the towns. For example, Manchester is not included in this list, yet it contains approximately 150,000 co-operators belonging to various local societies. Apparently no single one of these societies has a turnover sufficiently large to warrant its inclusion in this table. Similarly Glasgow contains at least two important societies, as also does Sheffield. In both these cases one of the societies alone does a trade of over £400,000. Huddersfield has 44,000 co-operators, but there are no fewer than 42 separate societies. Other towns which, judging from the number of co-operators they contain, would, if the local societies were combined, warrant inclusion in the above table, are Accrington, Blackburn, Nottingham, Dewsbury, Halifax and Bristol, all of which towns contain a body of co-operators numbering more than the average of the above table. It is also as well to point out that one or two of the lesser known towns in this table really trade over a district containing places very much larger than the one in which the local society had its birth and from which it derived its name. Thus Sunderland is included in the Ryhope and Silksworth figures.

There are literally hundreds of societies having over 5,000 members and doing a trade of more than £100,000 per annum.

As regards London, the report before me says: "London, long reputed a 'co-operative desert,' has within the past two decades gone ahead in co-operative membership, principally in the 'outer belt,' and the six principal societies of Woolwich, Stratford, Enfield, Edmonton, Bromley and West London, now count in the aggregate nearly 100,000 members with total sales exceeding two million sterling annually."

London co-operators, however, would

appear to be very disloyal to their societies, since statistics show that in some of the societies at least the average purchase does not reach £13 per annum, or 5s. per week, as against the average of £34.57 for the United Kingdom. Here I would point out that the several big civil service co-operative societies in the centre and West End of London have no connection with the co-operative movement, and so far as the national advertiser is concerned they are exactly on the same footing as the private departmental store.

The average co-operative society has about 2,000 members, and sells goods to the amount of about £1,000 per week.

The average purchase per member varies greatly. Taking the United Kingdom as a whole it is just over 11s. per week; in some metropolitan districts it is not more than 5s. per week, and in the mining villages of Glamorgan, Durham and Northumberland it frequently amount to £50 or £60 per annum, or 20s. to 23s. per week. Here I would point out the vast difference in spending power per house in various parts of the country. In mining villages this is notoriously high; not only do individual wages reach a high level, but frequently the household contains several male wage-earners, very often the father with two or three grown-up sons, and one or more lodgers. This, of course, affects the private trader and co-operative store alike, but even in normal towns the average varies greatly. Thus the Cardiff members average £14 per annum, Bristol £18, Liverpool £20, Manchester £23, Belfast £27, Newcastle £28, and Leeds £34. In even extreme cases it is obvious that co-operators buy largely from private traders.

The constitution of the two wholesale societies follows closely on that of the retail societies. In place of individual consumers they admit to membership individual societies. They aim at pur-

ADVERTISING IN ENGLAND.
WHAT AMERICAN ADVERTISERS SAY
ABOUT THE ERWOOD AGENCY

DOZENS OF SIMILAR TESTIMONIALS

The series of letters which are being published month after month from American and British Firms whose advertising appropriations are entrusted to the Erwood Agency should interest all advertisers, both British and American, seeking High-Class, Result-Pulling, and Novel Advertising Service.

Milwaukee, Wisconsin, U.S.A.,
November 13, 1917.

V. J. Reveley, Esq.,
30 Fleet Street,
London, E.C., England.

My dear Mr. Reveley.

I am very glad to say the following things in reference to my many years' connection with you, and particularly applying to the fact of your having been given our entire advertising account between the periods of about 1903 and now.

The service you have rendered us has been most satisfactory, and you have repeatedly gone out of your way to assist us in every way possible, particularly in connection with foreign advertising, covering practically all parts of the continent. By checking up prices from many sources, we know we have received better prices for space than we could have obtained elsewhere. The rendering of your bills has invariably been correct.

Shortly stated, we much appreciated the valuable service which we have always enjoyed in placing our advertising through you.

Yours very truly

(Signed) M. E. TRAYSER.

For World-wide Advertising consult Mr. V. J. Reveley, the Managing Director.
All inquiries receive his personal attention.

W. L. ERWOOD, LIMITED, ESTD. 1890.

International Advertising Specialists and Commerce Promoters

30, 31 & 32, FLEET STREET, LONDON, ENGLAND

Telephone: Holborn 1193.

Telegrams and Cablegrams: "Banningad, Fleet, London."

May, 1918

chasing staple goods at the sources of supply and manufacturing what they can. Again I quote the report :

"The managers of the C.W.S. as of the larger stores, seem to be always yearning to eliminate the last remaining capitalist middleman, and to get everything at its very source." The C.W.S. pay a dividend on the purchases of their members — *i.e.*, individual retail societies, amounting to, in England, usually 4d., and in Scotland 8d. in the £.

In very few instances have the C.W.S. shown any initiative in either manufacturing or packing commodities under their own brand, and practically everything they make or pack in this manner is intended as a substitute for some article for which a private trader has created a consumer demand. Should a new commodity come on to the market and be advertised by the manufacturer to the consumer, the C.W.S. will, in response to demands from their members, stock the line, and when the trade in that particular commodity has assumed sufficiently large proportions to warrant their doing so, they will endeavour to put out a substitute.

The C.W.S. claim to pay cash for all purchases. Of the £33,000,000 worth of goods sold by the English C.W.S. to retail stores, about £8,000,000 worth are products of its own manufacturing departments. The largest items in the sales of this society are butter, £4,756,000 ; sugar, £3,008,000 ; bacon and ham, £1,820,000 ; tea, £1,283,000 ; whilst flour to the value of £3,546,000 is annually produced in five big C.W.S. flour mills, making over £14,000,000 sterling, or nearly half the aggregate total for these five important food items alone. Drapery, apart from men's woollen cloth and ready-made clothing, amounts to £2,164,000 ; hosiery to £108,000, shirts to £137,000 and plain cotton weaving £112,000. The C.W.S. also produces and sells boots, shoes and leather to the value of £625,000.

THE CLASS OF CUSTOMER AND THE DIVIDEND.

Notwithstanding the ideals of the original founders of the "co-op." system, or the "platform" views of well-wishers of to-day, the fact that the dividend has been the attraction to

the great majority of its members is beyond dispute. By their own showing only a small proportion of the co-operators of this country are interested in the movement, beyond the fact that it provides them with a method of saving a certain portion of their earnings. They are ready in most cases to admit that they pay more—quality for price—at *their* store, but they look upon the "divi" upon their purchases as money saved. Usually it cannot be drawn oftener than quarterly, and every inducement is offered to the member to leave the dividend in the society as "share capital." Thus at the end of the year they find themselves with an amount invested which they know they would not otherwise have saved.

CORROBORATIVE EVIDENCE.

This fact is recognised to the full by educated sympathisers with the movement. In their report Mr. and Mrs. Sidney Webb say: "Without the device of the dividend on purchases it is unlikely that these results would have been attained." The class of customer using this store is therefore not the poorest class, since they have to make every penny tell, but the trade unionist and industrial worker in receipt of fairly high wages and in regular work. The dividend is fixed by the committee of the local society, and varies usually from 1s. to 5s., the latter figure being exceeded only in isolated cases. Competition between societies whose operations overlap is frequently responsible for high dividends, each organisation trying to outbid the other and attract new trade by increasing the "divi." Thus, in Huddersfield, where there are 44,000 co-operators, there were, in 1913, 42 separate societies with "divis" ranging from 2s. 8d. to 4s. 5d. in the £. all attempts to arrange for a uniform "divi" having failed.

In some societies a differential "divi" paid on certain classes of goods has been tried, but without much success.

The question of allowing "co-op." societies to give a dividend on the fixed price of an advertised article—thus cutting the price—is one upon which opinions differ. If the "stores" be regarded as competitive trading organi-

(Continued on page X.)

Sunday Times

1822

**The National
Sunday
Newspaper**

The—

THE BEST TESTIMONY to the value of "The Big Three" is to be found in the list of advertisers whose announcements appear in them continuously. Very few of the most successful of British advertisers are absent from them. There is every reason to follow where so much wisdom and experience leads.

—Big

The Northern Echo
The Sheffield Independent
The Birmingham Gazette

Together cover the whole of the North-East Coast, Teeside, Wearside, Tyneside, Sheffield and thirty miles around it, with Birmingham and the Midlands

Three

CIRCULATION

QUANTITY

THE Big Three newspapers cover most thoroughly and effectively three of the biggest areas in Great Britain. Their great circulation includes no waste. They each dominate one of the most important of our home markets, and in every case their circulation—rigidly controlled as it now has to be—is increasing. They not only circulate in the centres in which they are published, but are to be found everywhere within the limits of a wide circumference from each.

CIRCULATION

QUALITY

THEIR editorial reputation is of the highest and they are read with attention and respect. The nature of their contents and the habits of their readers have combined to make them most distinctively home papers. Thus they go where the household expenditure is decided upon and apportioned. Advertisers appealing to the housewife and the home are among their most enthusiastic supporters. The average purchasing power of their readers is not exceeded by that of any journal published in the United Kingdom.

CIRCULATION

COST

THE cost of advertising in The Big Three, both in relation to their circulations and to results secured, is admitted to be remarkably low. It stands, indeed, at present much below the figure which it would be perfectly legitimate to ask in view of the vastly increased cost of production and distribution and the lessened purchasing power of the pound sterling. The proprietors have made it the first plank in their war-time policy not to take any advantage of a difficult situation at the expense of either their readers or advertisers.

May, 1918

sations, the giving of the "divi" constitutes price-cutting. If regarded as friendly societies, dividing their profits amongst themselves, the "divi" may be regarded as legitimate. In the past several law suits have been fought on this point—the question generally turning upon whether "co-op." societies supply the general public or only their own members, the evidence going to prove that the stores did in fact sell their goods to all comers—and advertisers have won their cases.

In order to test their feeling on this subject letters were recently sent to fifty large advertisers in the British field. These included both British houses and firms of American origin, the class of goods sold including household commodities, packed foods, branded textile goods and other advertised lines appealing to both sexes and to both average and well-to-do buyers. These are the questions asked:—

(1) Are your branded and advertised lines sold in co-operative stores?

(2) Do you sell direct to retail societies, or to the C.W.S., or both?

(3) Do you allow the dividend to be paid on your fixed retail price?

Twenty-nine firms replied up to the time of closing for press. Besides being asked to reply to the questions, they were invited to give their views and experiences.

Twelve firms (all British) preferred not to give information.

Ten firms sell to "co-op." societies, either direct or to the C.W.S. (or both) and allow the "divi" to be paid on their fixed prices.

One firm (British) sells to retail societies who will give an undertaking not to pay dividend on the fixed price of the article.

One firm (British) will not supply direct, owing to the price-cutting by giving the dividend, but state that local societies buy their goods through private wholesalers to supply members who refuse to accept the C.W.S. substitute.

Four (American) houses selling specialities appealing to better-class buyers, and doing no business through wholesale houses, refuse to sell any

The Graphic

IS GREAT BRITAIN'S LEADING ILLUSTRATED WEEKLY.

IF you have a good sound article that you wish to bring before readers in Britain, there is not a finer or better publication than the "Graphic"—the high-class illustrated weekly which has been testified by advertisers to have the finest pulling power. The Graphic enjoys the premier position among British illustrated weekly newspapers. Advertisers can find no better medium. Dozens of them have testified to its unequalled "pulling" power.

RATE—340 dollars per page.

Send for further particulars to **GEORGE SPARKES, Director of Advertising, Tallis House, Tallis Street, London, E.C.4**

JOHN HADDON & CO.**INTERNATIONAL ADVERTISING****Established in the City of London 1814****SALISBURY SQUARE, LONDON, E.C.4****And at CAPETOWN, SYDNEY, BUENOS AIRES**

THE LINK
of good
SERVICE
for American
or British
MANUFACTURER

The two great English-speaking nations, drawn together by the ties of common sacrifice, are awakening to the tremendous possibilities of closer commercial relationship. Many British manufacturers, who have hitherto paid little attention to the American market, are now preparing to cultivate it vigorously and systematically. They are planning advertising campaigns for America as a necessary means of securing quick access to the richest market the world affords.

A BRITISH - AMERICAN
ADVERTISING SERVICE

To assist English manufacturers in developing American trade, and to help American enterprise build British business, we have maintained for twelve years an International Advertising Company with offices in London and Chicago. We are entrusted with the advertising of leading manufacturers of

Arms and Ammunition.
 Powder and Explosives.
 Adding Machines.
 Bedsteads.
 Fountain Pens and Type-writers.
 Office Requisites.

Motor Cars and Tyres.
 Power Pumps.
 Wearing Apparel.
 Electric Batteries.
 Iron and Steel Products.
 Patented Process Roofing,
 etc., etc.

We have acted for such manufacturers for a great number of years—and the list is steadily increasing.

Consultation and service in either London or Chicago is equally at the disposal of the manufacturer who seeks it.

J. ROLAND KAY CO.**INTERNATIONAL ADVERTISING****CONWAY BUILDING, CHICAGO, U.S.A.****Directors:**

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

goods to "co-op." stores owing to price cutting.

One (British) firm making a large variety of lines sells direct both to retail stores and to the C.W.S., and reports that its relations with "co-op." societies have always been of the most cordial nature.

Of the twelve firms who withheld information, enquiries among retail societies show that in at least nine cases their goods are sold by the stores and dividend paid on fixed prices.

The remarks added by some of the firms applied to are interesting.

The head of an Anglo-American house, selling through 12,000 retailers in the United Kingdom, and which refuses to supply to "co-op." stores on the ground of price-cutting, says: "I believe the 'co-op.' system, as it is permitted to exist, is a menace to the regular retail trader; owing principally to their exemption from income tax the competition of the 'co-op.' is unfair."

The manufacturer of a British proprietary line which has met with

wonderful success and who refuses supplies unless a guarantee is given that prices will not be cut, says: "The 'co-op.' movement is antagonistic and destructive to all proprietary lines. Its principles contain within themselves the ultimate destruction of free merchandising and unlimited distribution, together with the effacement of personality, individuality and local enterprise."

An American manufacturer who refuses supplies owing to price-cutting, says: "Our investigations show that substitution by the 'co-op.' stores is rampant."

A British manufacturer says: "Only when the article sold does not enter into competition with any product of C.W.S. manufacture is there any prospect of an increasing 'co-op.' trade."

Reviewed as a whole, the information supplied to us shows:

(1) That goods appealing only to people of refinement and means have a very small sale through "co-op." channels;

(2) That substitution is rife in

How to Make a Billposting Contract

is explained in detail in the only practical handbook in existence, Mr. Cyril Sheldon's "Billposting" (10/6 net; post free, 11/-).

To show advertisers how to obtain maximum value and complete verification of accounts, with minimum trouble, is *part* of what we mean by calling ourselves the SERVICE Billposting Contractors.

We will call on you anywhere to tell you the rest of what this means, if you will drop us a post card.

Sheldons

85-87 COOKRIDGE STREET,
LEEDS

To Messrs. Sheldons Ltd.,
85-87 Cookridge Street, Leeds.

(1)
(We) enclose 11/-. Please send, post free, Mr. Sheldon's book "Billposting," on the understanding that you will refund price and postage if the book is returned within 18 days.



SEE LONDON
AND
SEE YOUR ADVERTISEMENTS
IF
THEY ARE PLACED ON
THE MOTOR BUS.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY LTD.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

the "co-op." system than in private retailing ;

(3) That American advertisers in this country adopt a much firmer attitude on the question of price cutting than do English houses ;

(4) That the trade of "co-op." societies in nationally advertised articles is growing more slowly than that of private firms.

(5) That British advertisers, generally speaking, are inclined to ignore price cutting by the payment of a dividend on purchases.

Taken as a whole, I think the entire

question of "co-op." trading is less serious than the average manufacturer believes. In spite of the ideals of the founders, its members obviously purchase largely in the open market, since the average amount spent by members—viz., £34·57 per annum—only represents a small portion of the average spending power per household.

Experience has proved that if the manufacturer of an article of proven merit creates a consumer demand through good advertising the consumer will in most cases insist on getting the genuine article.

THE CO-OPERATIVE STORE MOVEMENT

A Menace to the Community and to the State.

By ROBERT WALKER, General Secretary National Traders' Defence League.

WHAT IS the openly avowed object of this so-called Co-operative Movement? A manifesto issued by the co-operators some time ago declared it to be as follows: "The object of our (co-operative) enterprise is to eliminate the principle of individualism from trade and commerce, and gradually to establish a system of trade, the benefits of which will not be mainly confined to the few, but will be largely shared by the whole community. . . . It is admitted that private enterprise has in the past stimulated effort and conferred many benefits upon the country, but it has also been the source of much that is evil. *We propose to eliminate it*, and to do so certain changes are necessary. As hand labour has been all but entirely superseded by machinery, with universal advantage, so private enterprise will be compelled to give place to a better and more perfect system, of which co-operation is the pioneer."

Since then this object of theirs has been even more clearly defined by Mr. W. Lander, one of the directors of the Co-operative Wholesale Society, when he said: "I make no secret of the fact that we are out absolutely to do away with the private individual

in trade and production." These are the declarations of official co-operators.

Have these co-operative leaders themselves ever considered what effect the attainment of their object would have on themselves, on the community and on the State? If they have done so, and still hold to their declarations, then they must either have perverted minds or are unable to think of matters to the benefit of their fellow men.

If this co-operative object were attained, and all the trade of the country were being done by and through a National Co-operative Society, controlling the whole trade and commerce of the country, retail, wholesale, and productive, etc., think of the vast and widespread ruin which would result. Think of the enormous number of retail businesses which would be closed down and the premises shut up and of no use to anybody, of the ruin which would fall on all owners of properties, the shutting-up of factories, mills, workshops, and warehouses, and of the numerous other interests, all in their own way a part and a necessary part of the welfare of the community, which would be destroyed.

Any reasonable man who begins to think this subject out must become

EXPERIENCE PROVES

that the only sure way of
reaching ALL RANKS of the

American Army

in Europe is through
their OWN journals :

The Army Edition of the

CHICAGO TRIBUNE

And

(Published Daily)

STARS and STRIPES

(Published Weekly)

THE OFFICIAL PUBLICATION
of the American Expeditionary Forces
authorised by the Commander-in-Chief of
the A.E.F. and published every Friday.

THE VALUE

of this ideal combination is shown by the
increasing number of orders booked. There
is still a limited amount of space available,
but orders should be placed at once, as it
is being rapidly filled.

GENERAL ADVERTISING AGENTS
FOR GREAT BRITAIN

Dorland Agency · Ltd.

(Principal : G. W. KETTLE)

16 Regent Street, London, S.W.1

appalled at the terrible prospect held out of the position of the British Empire under such a deplorable condition of affairs.

The subject is so vast, and its ramifications so extensive, that it would require a whole series of articles to do even part justice to it and so I confine this article to dealing with one phase only.

THE EFFECT ON ADVERTISING.

It is commonly, and at the same time truly, said that the literature of a country has enormous influence in forming the character of the people and in fixing their opinions. Its power in guiding and directing the thoughts and ideas of the people in certain directions is great and to it is due much of the educative influence of late years. But under universal co-operation this also will have to fall and become but a memory.

It is a well-known fact that the magazines, even those of a high-class character, which have been placed in the hands of the people at very low and reasonable prices, have been so placed solely because the advertising which is a notable characteristic of the trade and commerce of the nation, has provided the means by which the proprietors have been able to supply this want. Take our daily Press. In it every morning we are provided with full information regarding what is taking place all over the world. By it we become acquainted with what is being done by our next-door neighbours and by the people on the other side of the world. To gather that information costs much money. The penny that is paid for the paper does not by any means recoup the proprietors for their outlay. What does it, then? Again we have to say the advertisements do it.

The trade journals which are so necessary for conveying correct information regarding prices current, crops, shipments, arrivals, &c., &c., and which also are really supported by the advertisements, will no longer be needed, *for the co-operative monopoly will not need to advertise*, and they, along with the daily and weekly Press, the magazines and much of the other literature of the country will become a thing of the
XVI

past, with this result, that the journalists compositors, printers, and all connected with the publication and delivering and sale, the paper manufacturers and printing ink makers and many others will be thrown out of employment, and that without any other employment being provided, consequently they will go to swell the number of unemployed who will compete with the co-operators themselves for such little employment as the co-operative movement may be able to offer.

So much for the effect of this co-operative dream if it became materialised.

But what of its present-day effect on the advertisers who, in one sense, are the providers of a cheap Press and cheap literature. Take, for example, the case of branded goods, which, by regular and continued advertising, have found a place among the peoples' wants. The co-operators sell these goods for a time and then gradually begin to substitute goods of a similar character, manufactured by the Co-operative Wholesale Society and push the sale of their own articles in place of those of the manufacturers who have really made the trade. They also interfere with the advertisers' natural channel of distribution, the regular retailer, by retailing proprietary and other articles, which have minimum fixed prices, at these minimum prices and then giving dividend off, using this as a bait to catch the unwary purchaser by endeavouring to get the purchasers to believe that as they give dividend off these articles which cannot be purchased elsewhere at a lower price and without any return at all, they give a corresponding benefit to purchasers on all other articles as well.

UNFAIR COMPETITION.

Why should such unfair competition be allowed to continue? Can no means be devised to put a stop to it and to cause the business to revert to those who have the best right to it. Further, their ability to carry on this unfair competition is greatly enhanced by the unjustly privileged position they occupy in relation to other industrial and trading firms, through the freedom they enjoy from taxation to which the regular traders are subject.

54-F Bus Sch

The ADVERTISING WORLD

JUNE 1918

PRICE 1/-

EXPORT TRADE!

INDIA

*"PUNCH" COVERS THE WHOLE GROUND
ADMIRABLY*

OWING to Government restrictions in the home trade, an important firm of advertisers in "PUNCH" were seeking colonial and foreign expansion.

The question of media for India naturally came under review. It was decided to obtain first-hand information from merchants in India. As the result of careful investigation, it was concluded that for high-priced goods "PUNCH" would cover the whole ground admirably. And this conclusion was proved by results to be pre-eminently correct.

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street, London, E.C. 4



Smaller newspapers call for smaller advertisements.

Some classes of advertisements in the "Northern Daily Telegraph" have already been limited to a fixed percentage of the spaces latterly occupied by them.

Smaller advertisements are the only alternative to the repeated refusal of the advertisements of many regular users of "Telegraph" space.

NORTHERN DAILY TELEGRAPH

Head Office
BLACKBURN

London Office
85 FLEET STREET



The Craft *of the* Photo-Engraver

Something which never goes down on the bill

Service is indefinable. It is the intangible something which makes the difference in the productions of the work-man and the craftsman—between the man whose interest begins and ceases with his wages and the man whose pride is in the work to which he has put his hand. As makers of “Better Blocks” our service is constant and unvarying. Whether the job be small or large, difficult or easy, we have but one standard—the highest which skill and experience can achieve. Long practice has made it possible for us to achieve that standard with a precision which seldom fails. But if on occasion a block should fall below it is never sent out from the works, but a new block is engraved which satisfies the craftsman’s pride as worthy of the Craske standard. And for this you are never asked to pay.

Phone for Mr. Craske, Holborn 2529

and make an appointment for him to call. The more difficult the task the more anxious we are to master it. Nothing is too small to interest us if it interests you.

Alfred Craske & Co
Makers of “Better Blocks”
at 5 East Harding Street
FETTER LANE, E.C4

The Advertising World

THE LEADING ORGAN OF BRITISH ADVERTISING

JUNE, 1918

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"THE ADVERTISING WORLD" is published by the Proprietors, A.W. Limited, on or about the fourteenth day of each month.

THE ANNUAL SUBSCRIPTION to "The Advertising World," including postage, is 10s. in the British Isles and 12s. to foreign countries: single copies will be sent for 1s.

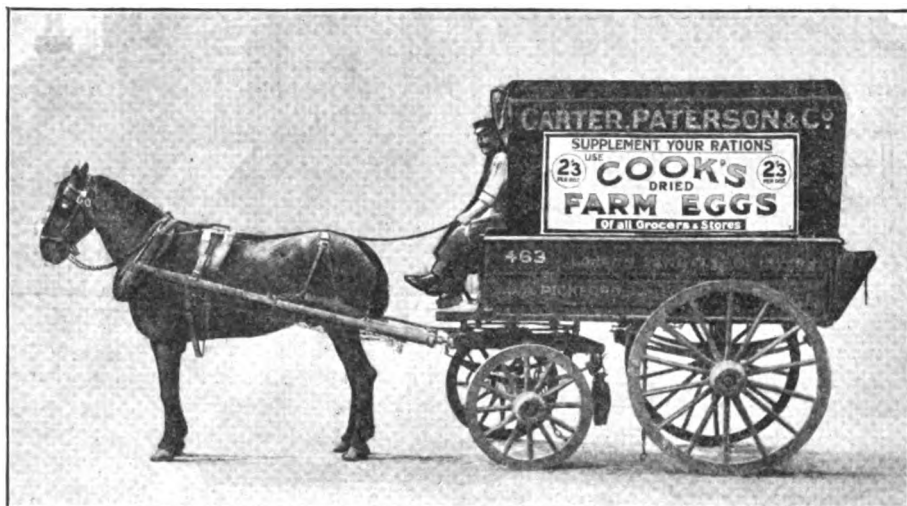
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ADVERTISEMENT RATES can be obtained upon application to the Manager. FORMS CLOSE FOR PRESS on the 30th of each month.

SARDINIA HOUSE, KINGSWAY, LONDON, W.C.

Registered Tel. Address: 'PHONE: 2269 HOLBORN
ADVERWARLD, HOLB. LONDON.

Cables: ADVERWARLD, LONDO



BOOK AHEAD!

To secure spaces on the vans of
CARTER, PATERSON & CO.
 and allied services it is necessary to book
 ahead. Remember—

J. WEINER'S "Van-Ad" Poster Service
 is a complete service. It includes designs
 and sketches—printing the posters—main-
 taining upkeep and renewals—and a monthly
 statement with carriers' official certificates
 giving the distinctive number of each van
 carrying the poster and the depot from
 which it operates.

Full particulars on application :

J. WEINER'S "VAN-AD" POSTER SERVICE

Sole Agent for the Advertising on Carter, Paterson & Co.'s (allied services) & other first-class Vans

**32 Shaftesbury Avenue,
 London, W.1**

Telephone :
 1128 Gerrard (3 lines).

Telegrams :
 "Lithoprint, Piccy, London."

James Howard Kehler

says :

In his Introduction to the American Edition of Mr. Higham's book, "Scientific Distribution"

HERE is a book which clearly glimpses a spiritual content in some of our material preoccupations, and which sees in certain common processes of trade the technique of a new social order. Its importance lies not less in the intrinsic quality of its message than in the fact that this message proceeds from the workshop of a highly successful business man, and not from the school-room, the sanctum, or the cloister.

Charles Frederick Higham is one of the leading advertisement agents of the world, perhaps the leading one outside the United States. His is a dominating figure in the London advertising field, where he introduced American advertising methods about ten years ago. Born in England, of English parents, he came to the United States in early youth and remained here for about fifteen years, nearly all of which were spent in acquiring the training and experience which enabled him practically to revolutionise the advertising methods of his own country. His success in London was immediate and has continued phenomenal. He has been one of the principal factors in England's widespread and highly successful war publicity, and is now the candidate of his party for a seat in Parliament for one of the London boroughs.

The book is largely about advertising, but it goes beyond the usual chatter of the profession regarding the technique of publicity as applied to commercial exploitation. Its author has a vision regarding his profession; a vision which comprehends something greatly more worth while than the increased distribution of commodities; namely, the distribution of ideas and ideals.

Those vast increases in the manufacture, distribution, and sale of goods, in employment and wealth, which are due to modern advertising, are in themselves of the utmost social value, a fact which is in nowise overlooked by the author. He places a true estimate upon the benefits to society of the extension of markets for utilitarian wares.

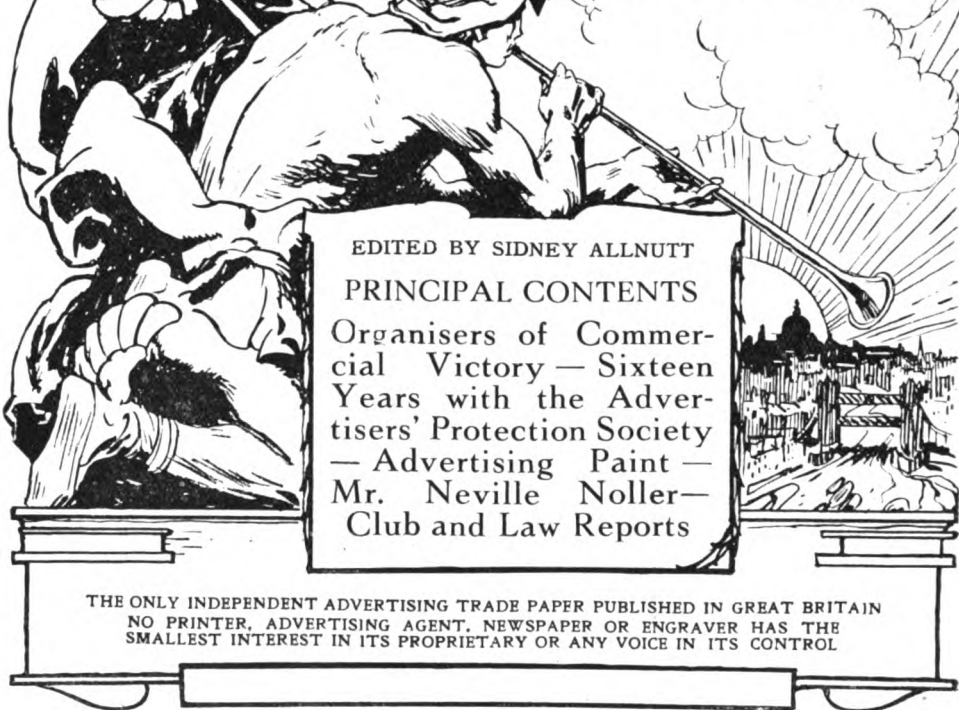
But these are obvious values. No one questions the civilising influence of such products as modern plumbing, motor cars, tooth brushes, sewing machines, reading matter, farm machinery, etc. And none questions the part played by advertising in making these products available to the world.

But there are few who see in advertising anything more than an effective ally of trade. Mr. Higham is one of these few. He sees this tremendous new force for what it is, one of the great undeveloped factors in human intercourse and communication, a potential ally of righteous government and sound education, a disseminator of intelligence and goodwill. He would add intellectual and moral functions to that which so effectively has served our material ends. In the laboratory of his own business he has proved the practical nature of his vision.

In commending this book to American readers, I do so in the conviction that it says bigger and truer things about advertising than have been said before—things that have needed saying and that will, in the measure in which they are assimilated and developed by the practitioners of advertising, add lustre and dignity and social value to that profession.

JAMES HOWARD KEHLER.

The ADVERTISING WORLD



THE ADVERTISERS' PROTECTION SOCIETY



E publish in this issue a brief account of the activities of the Advertisers' Protection Society, and incidentally of his own efforts in connection with them, by Mr. A. Bond Hickisson.

The writer is much concerned to show that the society has never received the support that it deserves, and that its failure to fulfil more completely its avowed functions is owing to the apathy of advertisers who will not take the trouble to protect their own interests.

There is no doubt good ground for this complaint. Advertisers, as such, have been curiously slow to understand that it might be worth while for them to be able to speak with a united voice and to take common action on occasion. For want of ability to do so their general interests have certainly suffered in the past in many ways, and will as surely suffer in the future.

In any question of debate that has to do with advertising

practice advertisers have, if dissatisfied, to oppose interests that are united and organised ; and when all they can bring forward on their own side consists of disconnected individual complaints it is not surprising that they receive poor satisfaction.

The larger interests of advertisers and newspaper publishers, advertising agents, printers, process engravers, etc., etc., are, of course, identical : but it is idle to pretend that there are no points of contact between them at which friction arises.

These difficulties—there are many of them, and they are not all inconsiderable—could doubtless easily be overcome to the advantage of all concerned by adjustments made in a proper spirit of give and take.

Negotiations, however, will have no useful issue until the parties can enter upon them in equal strength. Until advertisers join forces and present their claims as a body, they cannot expect to obtain a respectful hearing or fair treatment.

An Advertisers' Protection Society is undoubtedly needed, and we hope to see a strong one in existence before the world is much older.

Whether the present society will ever be in a position to fill the vacancy is questionable.

It has been in existence for a number of years, and that it has not won the real support of the vast majority of advertisers is a patent fact.

The mere backwardness in coming forward of those who should have been members is not a sufficient explanation of this. It surely argues some shortcoming on the part of the society itself that its appeal to advertisers was not more compelling.

Neither by its organisation, by its policy, nor its practice has the society contrived to impress the great body of advertisers with a sense of its usefulness to them.

Its organisation has meant in effect that a very small group of not particularly representative advertisers have been making the society the means of putting forward their personal views with greater authority than without it they would be able to do. The same small group has been in control of the society—has, in fact, *been* the society—from its earliest days. In consequence the society has never been representative of more than a clique, and its influence has naturally been negligible.

Long ago it should have been recognised by the few enthusiasts that they could achieve little of any real value, until they had brought within the society a great many more members, and the right kind of members. To the securing of these they should have devoted all their energies, recognising it as the vital preliminary to effective action.

As a matter of fact they have not made, so far as we are aware, any serious attempt to obtain such a membership as alone could give them the status they desire.

A society of advertisers, they have never advertised themselves. They have never, indeed, taken advantage of the oppor-

tunities for useful publicity presented to them by THE ADVERTISING WORLD, despite repeated invitations. If they have received but poor support it is largely because they have never made a whole-hearted bid for better.

In their policy they have, as we think, made the mistake of being too much obsessed by one idea. The disclosure of circulation figures by newspapers and periodicals has been to them what King Charles's head was to Mr. Dick. It has prevented them dealing adequately with other matters of equal if not of greater importance.

We are at one with the society in holding very strongly that advertisers are entitled to know—in terms of plain and honest figures—what they are buying in the way of periodical circulations: but we do not think it advisable to act as though this were the one question that should agitate the minds of advertisers.

If the society is to become the useful organ that it ought to be in the body politic of advertising it should formulate a constructive policy on lines broad enough to appeal to advertisers, and having done so should for the time being devote every ounce of its energy to increasing its membership by consistent and continuous propagandism. Until it is very much more strongly backed by members really interested in its work it can achieve nothing worth speaking about.

The burden of this pioneer work, if it be undertaken, will no doubt fall on a few devoted enthusiasts. That is what invariably happens. If, however, these are forthcoming, and seriously set themselves to give the society a truly representative character, we believe that success will attend their efforts; and whatever assistance we can offer will most assuredly be at their disposal.

In the difficult times of reconstruction and readjustment that are coming advertisers will certainly need all the protection they can get; and they cannot expect to obtain it from any other than themselves.

THE CINDERELLA OF COMMERCE



HAT there should still be a deep-rooted and widespread distrust of advertising as far as the general public is concerned ought not to occasion much surprise.

For a couple of centuries and more after Press advertising made its appearance in this country by far the bulk of it had to do with propositions which only by courtesy can be called even questionable.

It is perfectly natural, therefore, that all advertising should be more or less suspect, even in these enlightened times. A prejudice which has been growing for a century cannot be eradicated in a decade.

Moreover, it may be admitted that those interested in advertising have done little enough to inform the world at large of the respectable position it holds in commerce to-day.

Why so many advertisers themselves should be ready to decry and belittle the value of advertising is less easily explainable.

It is a common and very bad habit for advertisers who owe all their success to skilful publicity to attribute it to anything rather than to its true cause. They would apparently rather be known as anything in the world but what they are—successful *advertisers*.

They are ready to enlarge, with a proper affectation of modesty, upon their own peculiar business capacity, upon the extraordinary qualities of their commodities, upon the efficiency of their organisation. Over their advertising activities they prefer to draw a veil.

Is it not about time that advertisers themselves treated with a little more courtesy that part of their business which they are most anxious the public shall regard with respect.

“THE NATIONAL NEWS”



INCE it was first launched upon the now much-troubled waters of journalism *The National News* has had a sufficiently adventurous career.

A ship that it was widely felt never ought to have obtained clearance, with an ownership that was suspect, and a skipper whose past was by far more doubtful than his future, this very singular “national” newspaper pursued a zig-zag course that amazed both its few supporters and many antagonists.

It has now come into safe harbourage. Whatever the ought to be or ought not to be of its beginnings, it is a fact accomplished, and it is most satisfactory to note that it has at length come under the most respectable control.

For the first time it really possesses a title to its name that will not be questioned. It is free of every party tie, and of any hidden interest. It aims to establish itself on its plain value as a news recorder and honest commentator, and in no other fashion.

The issues that have appeared under the new control provide the best evidence of its quality. Both in matter and tone its editorial comments reflect the independence and patriotism of its directors, and as a “news” paper it already shows clear signs of taking a place among the most craftsmanlike of its kind.

Its managing editor, Mr. J. S. Elias, has fairly earned congratulations on what he has been able to achieve in so short a time.

Advertisers will note with pleasure that the policy of the paper includes “cards on the table” as regards circulation figures. A guaranteed circulation of over eighty thousand copies can already be offered to them.

The greatest attention will be given, as the chief director of the advertisement department, Mr. Philip Emanuel, assures us, to the exclusion of all undesirable announcements from its pages, and a more than ordinarily close supervision of display will prevent any over-heavy advertising obtaining undue dominance.

These restrictions will no doubt prove irritating to some few advertisers, but they will certainly operate to the benefit of the many.

It is to be remarked that advertisers have been prompt to recognise that under its new control *The National News* stands in

an entirely different position than of old. All the space available has been filled by advertisers of standing, at reasonable scale rates, which are being strictly adhered to.

NOTES FROM FRANCE



FROM our friend and correspondent M. Georges Lange we have received some notes from which the following are extracts :—

“ In reference to shortage of paper supply new laws regarding paper regulations and restrictions were issued by the French Government on February 2nd and March 6th, 1918.

“ A Special Commission, under the name of Commission Consultative du Papier had already been created in April, 1917, to study the question.

“ The dailies were ordered only to print on a single sheet every Monday and Thursday—which is still in force—and all papers sold at five centimes *were compelled* to raise the selling price to ten centimes.

“ Some few provincial papers tried to evade this regulation, thinking they would not be interfered with, but they soon found out that their only choice was obedience or extinction.

“ The new regulations include the following :—

“ From March 7th all printing of new bills, as well as bill-posting of such, are forbidden, unless for exhibition at the shop or store, if they do not exceed 80 centimetres by 120.

“ Official bills for war and charity funds recognised by the State, not exceeding 60 by 80 centimetres, are still authorised. Also the bill-posting of all bills already printed previously to the date of the decree, if they were stamped by the Registration Office before January 15th.

“ Bills intended for export trade are permitted.

“ Paper to be used for the printing of prospectus notification, circulars, catalogues, almanacks, booklets, diaries, etc., is particularly specified in the various categories.

“ All daily papers or periodicals in which publicity occupies more than one-third of the total surface will be considered as a prospectus (legal or judiciary publicity not considered as advertisements).

“ All free distribution of prospectuses is forbidden.”

The new regulations are extremely restrictive, but they are not such as altogether to prevent effective advertising by those able to adapt their methods to the conditions.

We shall be glad to give any further information on precise points that any of our readers desire.

Mr. H. Val Fisher, of THE ADVERTISING WORLD, after over twelve months' active service in the British Navy, has been lent by the Admiralty to the Ministry of Information for special work in the U.S.A. Mr. Fisher left England only a few days ago to take up his new appointment.

VARIOUS AND SUNDRY

“The world is so full of a number of things.”—*Robert Louis Stevenson.*

Birthday Honours.

The Birthday Honours list contained the names of many men connected with advertising and newspapers. Col. Edward Pryce-Jones, M.P., on whom a baronetcy has been conferred, is the son of the founder of the firm of Messrs. Pryce-Jones, Ltd., of Newtown, South Wales, who are advertisers on a rather

which has just celebrated its 200th anniversary.

Two gentlemen who have comparatively lately been the guests of the Aldwych Club at their lunches at the Connaught Rooms have also been deservedly honoured. They are Lord Rhondda, who has been made a viscount, and Mr. J. R. Clynes, who is now a Privy Councillor.



A NOTABLE AMERICAN WAR POSTER

Appealing to the simplest of human sentiment.

large scale and among the oldest subscribers to this paper; Mr. A. G. Jeans, one of the new knights, is the managing editor of *The Liverpool Post*; and Mr. J. M. Le Sage, also knighted, is the veteran managing editor of *The Daily Telegraph*. This honour on “The Grand Old Man of Fleet Street” is particularly appreciated by newspaper men.

Mr. Robert Leicester Harmsworth, M.P., who receives a baronetcy, is one of the proprietors of *The Leeds Mercury*,

The Order of the British Empire.

In connection with His Majesty's birthday there was also issued a very long list, it contained some 3,000 names, of those upon whom had been conferred one or other of the decorations of the Order of the British Empire. One of those to receive the honour of knighthood—K.B.E.—was Mr. Harry Brittain, organiser of the first Imperial Press Conference which was held in 1909, and more recently founder of the American Officers' Club. A similar honour was conferred on Mr. Bertram Lewis Lima, director of *The Daily Mirror* and *Sunday Pictorial*, and the holder of an important post in the Ministry of Information.

Among those who were made Commanders of the Order were Mr. Ernest J. P. Benn, chairman (unpaid) of the Trade Organisation Commissioners, Mr. Herbert Holford Bottomley, Director of Special Publicity, War Loan Campaign, Mr. Sydney Walton, of the Ministry of Food, and Mr. A. W. Thorpe, Director of Publicity in the Ministry of Food. Mr. Bert Thomas, hon. cartoonist to the National War Savings Committee, has been created a member of the Order of the British Empire. I offer my congratulations on this recognition of good work.

Following Suit.

I note that the French Government has been obliged to adopt the course

taken in Italy and forbid the sending abroad of papers containing any advertisements. The reason is the same—namely, to prevent the advertisements being used by enemy agents and spies as a means of conveying secret information. The French Government requires, too, that the spaces which had been occupied by the advertisements must not be left

camera should need to go to a draughtsman for illustrations to their announcements, even when they are able to secure such excellent work as makes the "Ensign" display, reproduced on this page, so attractive. They would surely do better to use a camera picture which in addition to being pleasing in itself would serve as a stimulating

demonstration of the capabilities of the commodity advertised.

"Ensign"
Photography

means picture-making with British Made apparatus and materials throughout.
 ENSIGN ROLL FILMS will fit any Roll Film Camera and give the finest results
 ENSIGN CAMERAS are made for use with films or plates in all sizes from Vest-Pocket to Post-Card.
 PRICES FROM 10/- UPWARDS

Sold by all Photographic Dealers
 HOUGHTONS LTD Manufacturers - 88-90 HIGH HOLBORN - E.C.1

A PHOTOGRAPHIC ILLUSTRATION WOULD BE MORE APPROPRIATE

The Imperial War Museum.

It is very disappointing that British advertisers and advertising agents have not made a more hearty response to the appeal addressed to

blank, but must be filled with other matter or defaced so that they cannot be printed on.

This has been decreed because in the case of the Italian papers the spaces were at first left white and then the Germans, with characteristic effrontery, got the papers and printed lying matter in the blank spaces. The Italians therefore had to fill or deface the spaces in question. Obviously it would be particularly mischievous for false news thus to appear.

Will the British Government follow suit?

Why Not Show "the Goods"?

In general I very much prefer an advertisement illustration by a capable draughtsman, working either in line or wash, to one for which the camera is responsible. The limitations of photography are more apparent in most cases than its possibilities. I do not think, however, that the advertisers of a

them to send examples of war advertising to the Imperial War Museum. Indeed, I am informed that advertisers in America have come forward to help more readily than have their confrères in this country. That does not redound to the credit of British publicity men.

It is, however, not too late for the members of the advertising fraternity in this country to make up for their past slackness, and I hope they will do so at once. Probably they have not realised the importance of a representative collection which should show the influence advertising has exercised in this crisis, but those advertising men who have been to see the collection have expressed their entire approval of what has been done.

For the sake of advertising and for their own credit's sake advertising men should see that the collection is complete so that there may be a permanent record of the share it has taken in fighting the great world war. From this

papers are published are grouped according to the part of the country in which they are situated. Thus in the big cities in the Eastern States the volume of advertising in March 1918, as compared with that for 1917, showed an increase of 2 per cent. ; in the Middle West a decrease of 8·6 per cent. ; in the South an increase of 11·2 per cent. ;

"Venus" Pencil Advertising.

Among the most lively of recent Press advertisements have been those issued on behalf of "Venus" pencils. They have been admirable both in matter and display, and have provided a model of the intelligent use of the small spaces which are all that the most enterprising advertiser can nowadays command. From the same advertisers comes a delightfully written and illustrated little booklet devoted chiefly to the use of "Venus" pencils in art schools and other educational establishments, which shows that paper restrictions and the like need not prevent advertisers from turning out first-class literature of this kind, although restricted in the matter of dimensions and ambitious production. It is to be noted that effective use of special shopwindow displays is also being made to increase the fame of "Venus" pencils. A photograph of one of these is here reproduced.



A "VENUS" WINDOW DISPLAY

in the North West an increase of 5·9 per cent. ; and on the Pacific Coast a decrease of 6·1 per cent. Adding together all the returns, there was shown to be a decrease of 1·1 per cent. For the period January to March 1918 the gain over 1916 was 6 per cent., and the gain January to March 1917 over 1916 was 7·4 per cent. But for the period January to March this year, as compared with 1917, there was a loss of 5·3 per cent. It would be instructive to learn the reason for this recent decline.

The San Francisco Convention.

"Reconstruction," says *Advertising and Selling of New York*, will be the keynote of the Convention

of the Associated Advertising Clubs of the World, to be held at San Francisco in July, and our contemporary, in commenting on the meeting, observes :

There are signs that the Government will utilise this mammoth convention of American business men as a means of organising the spirit of the country and employing it usefully for the big, after-the-war purposes of a nation which has been thrust into a position of world commercial leadership.

At no time in our national life has there been greater need for centralised stimulation of a new business spirit—and certainly no business foregathering of men has had greater potency and power than the advertising convention.

Smileage books and sent in rotation to the different camps.

The National Biscuit Co. was the first of a number of patriotic American advertisers to make a special purchase of advertising space in *Judge* to stimulate contributions to the Smileage Fund for the soldiers, and other patriotic firms in the States which are buying advertising space in that paper with the same end in view include Messrs. Swift & Co., packers; Bauer & Black, the Chicago medical goods house; Sears, Roebuck & Co., the mail order house; and N. K. Fairbank & Co., the manufacturers of Cottolene, Fairy soap, etc. Mr. Luther D. Fernald, the advertisement manager of *Judge*, is keenly interested in the scheme and working hard to make it a success.

A Revolution in Printing

Important news as to the development of the system of rotogravure printing comes to hand from *The Fourth Estate* of New York, which in the course of a review of the printing art in 1917 says:

In the field of newspaper machinery, 1917 saw important advancement made in the successful American manufacture of rotogravure presses for speedy newspaper work. Eight of these double-width presses were installed by R. Hoe & Co. with folders—four in *The New York Times*, and four in *The New York American*, and *The American* has recently placed an order for two more of the same machines, which makes ten large presses for this type of work in one year. When it is considered that previous to this nothing but German machines were in operation—and these without folders and running at slow speed, the advancement in this line of printing certainly made 1917 worthy of an important place in newspaper machinery history.

Thus we see that quite quietly, as is the way with many big changes, an almost revolutionary development is taking place in the printing world. The rotogravure system is going to play a very big rôle in the future of the industry, especially in the production of picture papers, by enabling them to be issued with a cheapness which is at present out of the question, while still their quality may be maintained.

Sir Charles Starmer's Enterprise.

► The fact that *The Nottingham Daily Express*, now known as *The Nottingham*

Journal, has been acquired by Sir Jesse Boot, as stated in the April issue of *THE ADVERTISING WORLD*, and placed under the control of Sir Charles Starmer raises to fifteen the number of papers now directed by the latter gentleman. The group consists of four morning papers, three evening papers and eight weekly publications. This is a big responsibility for one man to undertake, but the success which has attended these papers shows that the confidence placed in Sir Charles Starmer has been fully warranted.

Eighteenth-century Matches

Old advertisements, as has been often said, throw most instructive side-lights on the mode of life and manners of the people in the days when they were written. They suggest, too, by the way, that life even in these war-days is far more comfortable and easy than it was in the eighteenth century, for instance. A collection of advertisements of that period, which has lately been placed in the Guildhall Library, bears out this view in many respects. One advertisement, that of matches, illustrates my point. What would people to-day think of matches if they had to be treated with the care described in the announcement I quote here?

A Delicate Operation

The instructions for use, as set forth in the advertisement, include the following:

They are so well adapted for travelling that a dozen of them may be conveniently carried in a toothpick case, and, each of them being secured in a tube of glass hermetically sealed, they will keep any number of years. When one of them is to be used, incline the head downwards, and break the tube just at the paper band; draw out the match in the same inclining direction; as soon as the point of cotton comes in contact with the air, it takes fire, and ought to be rolled gently between the finger and thumb for a second or two, till the flame has caught the wax, and then must be turned upright. When the weather is cool, it is necessary to warm the head of the match in the mouth, or even the hand, for a few seconds before the tube is broke. . . . It is necessary to observe these matches must be fired where the air is perfectly still, as even the breath of the person who fires them is sufficient to extinguish the flame before it has caught the wax.

THOTH.

ORGANISERS OF COMMERCIAL VICTORY

Preparing for a powerful offensive on behalf of British industry and commerce at the outbreak of peace.

THERE IS a very great deal of most valuable preparatory work being done by British manufacturers and traders in view of the battle for the markets that must follow the cessation of hostilities. There is also much work put in hand by various Government departments with an intention of serving in the great struggle.

The idea behind all these activities is so sound, and it is so refreshing a thing to find a recognition of the necessity for combined action prevailing among the cut-throat competitors of British industry and commerce, that to criticise too severely what is being done seems peculiarly ungracious. Nevertheless we shall venture once again to point out what is in our opinion a serious short-coming in almost every scheme for extending after-war trade that has come under our notice.

There are one or two remarkable exceptions to this general rule with which we shall deal in detail when the time is ripe: they do not affect what we have to say regarding the projects and operations that have up to the present been made public.

THE ESSENTIAL POINT.

It is fair to say from the spoken, written and printed evidence available—of which there is already no small volume—that every scheme so far presented for maintaining and increasing the volume and value of British trade after the war stops short of the really essential point, which is the selling point. One and all make a vast number of most valuable recommendations, or have even instituted proceedings, dealing with most important preliminaries: and one and all, having shown how the goods are to be produced and the markets to be explored, fail to suggest how sales are to be effected.

We have in our mind as we write many statements made by Government

departments and their official heads, as well as the proposals of a number of organisations of private traders. More particularly we are considering the suggestions for a British Manufacturers' Corporation put forward by Sir G. Charles Mandleberg in our last issue.

SIR G. C. MANDLEBERG'S SCHEME.

The proposals made by Sir Charles are so sound that it is more than satisfactory to know that they have already received such influential support that it will be possible to carry them into effect upon a large scale.

As far as they go—which is no small distance—they seem to us beyond the reach of adverse criticism. They are based on a clear-eyed view of facts that cannot be denied by any but those incapable of seeing things as they are: and they suggest measures of which the usefulness is immediately apparent.

The chief recommendation made is that British manufacturers should combine to establish agencies in every overseas market of any importance to watch over their interests and to render the various and most valuable services which only "the man on the spot" is in a position to offer to the home manufacturer and merchant.

It is, very rightly, strongly emphasised that those placed in charge of these agencies must be men of exceptional ability and possessed of a knowledge of goods and markets, both general and local, of a comprehensive character. They would have to be placed in a position of authority and to be invested with wide discretionary powers. They would most decidedly not be mere selling agents. Obviously the type of men required could command very liberal remuneration.

It is very well indeed that this point should have been emphasised, with the necessity for providing the agent-in-charge with an adequate staff and of

enabling him on occasion to call freely upon outside expert assistance.

The value of the scheme would be utterly destroyed in its execution by any attempt to do things "on the cheap." It is the very best available of a certain kind of service that is needed: and no one can expect to get the best unless he is prepared to pay full price for it.

THE AGENTS' FUNCTIONS.

"Roughly enumerated," says Sir G. Charles Mandleberg, "the functions of an agent-in-charge would be:—

1. To appoint selling agents, if desired, for the members of the organisation where agents had not been appointed.

2. To report, where desired, on the standing of purchasers. Intimate knowledge at present unavailable could be placed at the disposal of members, and arrangements could be made, where desired, to send such reports on purchasers' standing with orders.

3. To carry out, if desired, any financial arrangements between producers and purchasers where transactions lay outside ordinary business routine.

4. To act in an advisory capacity to members if they needed information as to the best methods of securing further trade. The Agent-in-Charge would be in the best possible position to learn what foreign competitors were doing and inform the members interested, either direct or through their selling agents.

5. To get early information of possible orders and communicate immediately with the selling agents of manufacturers concerned.

This tracking of possible trade and getting first news of it to the manufacturers' agents would be one of the primary functions of the Agent-in-Charge. Its importance is obvious. The Agent-in-Charge would, of course, utilise to the full all the commercial information available from all sources in the country to which he was appointed. He would ascertain what foreign competitors were selling and send full particulars to members to enable them to compete successfully, and thus divert the trade to British manufacturers.

6. To act as legal representative of any firm in the Corporation should any dispute over goods arise. For this purpose the Agent-in-Charge could be vested with power of attorney in full or limited degree. He would be empowered to engage the services of legal representatives for any members where desired. In countries where the standard of commercial law and morality is not necessarily the British standard, this would be a factor of some importance. Where an Agent-in-Charge was in a position to give so much possible business to solicitors or other legal representatives, not only would he command the best advice, but it would be to the interest of the legal advisers to serve members of the Corporation to the best of their capacity."

Two criticisms are suggested. The first is that a great part of the duties laid down for the Agent-in-Charge are precisely the same which it is stated are to be performed by the special representatives of the Government's Department of Overseas Trade. It is most essential that they should be carried out; but it will not make either for economy or efficiency to have two organisations in each centre engaged in executing them. Either each will neglect a part of its work on the assumption that the other is attending to it; or there will be endless overlapping, with consequent most undesirable friction between the Government and the private concerns and irritation to all who suffer from their duplicated enquiries.

RELATIONS WITH THE GOVERNMENT.

The very important problem presented by the relations to be established and maintained between the representatives of the Government Department and the Agents-in-Charge of the proposed British Manufacturers' Corporation are not elucidated by Sir G. Charles Mandleberg. It will not do to leave them to settle themselves or a state of affairs may easily arise in which the usefulness of both the official and the private enterprises will be destroyed.

Let it not be understood that we are suggesting that the leaders of British

industry and commerce can with safety leave everything to the Government in seeking new trade in overseas markets.

We do think, however, that a representative of the Government *should* be more favourably circumstanced than a private individual as chief of a general commercial intelligence organisation in a foreign centre: and it is for the business men of this country to insist upon efficient service from such an official.

"THE BUSINESS TOUCH."

If it be unalterably true that "the business touch and the prompt decision and despatch indispensable in this world of competition, owing to the circumlocution necessarily attendant upon official routine, cannot with the best will in the world be attained by way of official channels," then the Government should be prevented from meddling with matters beyond its competence.

If the official cannot do any good he can certainly do a deal of harm. Unless he can be made useful our business men should see that he is eliminated. Otherwise he will only hamper their own efforts.

But we recommend that they should see whether they cannot obtain official service free from the disabilities which are supposed to belong to it by nature: for only so is it possible to make the whole of the nation support what is a national business, the extension and development of export trade.

There will always remain wide fields for enterprise and energy for private effort by industrial and commercial groups and by individual manufacturers and traders.

The second of the criticisms we have to offer concerns a matter in which, naturally, we are particularly interested.

The object of the suggested British Manufacturers' Corporation is to sell British goods; yet in the plans of the project that are put forward there is no mention of advertising. That is to say, that in a modern selling scheme the most powerful selling agent known to modern business is ignored.

To possess complete and reliable information concerning conditions is a vital preliminary to successful opera-

tions in an unfamiliar field, but it is not of much practical use to know what to do without attempting to do it.

And any action directed to the selling of goods means advertising, the latter term being understood as bearing its special and most modern meaning.

No Agent-in-Charge of British trade in an overseas market will be more than half-equipped who is not a capable and sufficiently-instructed advertising man. It is of no use to ask a man to sell your goods who does not understand the very first thing about modern salesmanship.

Within precisely what limits the advertising activities of a general representative should be confined is another question, which might with advantage be discussed at length.

He would have plenty of room in which to work without trespassing on the preserves of either Government national propagandism or of private traders, whether acting in co-operation or individually. He should be fully informed and thoroughly qualified not only so that he would be competent to plan and execute the advertising campaigns strictly within his own field of operations, but also in order that he might be able to advise individual traders or corporations.

ORGANISED ADVERTISING NEEDED.

The searching tests of wartime have shown so conclusively the supreme necessity of organised advertising in foreign countries in the creation and maintenance of friendly relations between Great Britain and neutral communities—and even to secure the continued goodwill of our Allies—that it is amazing to find business men apparently treating advertising as of no commercial importance.

We suggest that the projectors of the British Manufacturers' Corporation would do well to make some additions to their outline of the functions of their Agents-in-Chief, with special regard to advertising and salesmanship. It is quite true that they ought not to be mere salesmen of this or that particular line of goods; but in the larger sense they must be salesmen first, last and all the time unless they are to be more picturesque than useful.

THE POSSIBILITIES OF PAINT



Concerning a Promising Outlook for British Manufacturers who will Brand and Advertise Paint

WE ARE apt, most of us, to think of after-the-war reconstruction in terms of ships and railways, of bridge-making and building construction. The obvious magnitude of the tasks which will have to be undertaken in these directions is such as almost entirely to overshadow a mass of reconstruction work scarcely less important in the bulk, although nothing like so imposing in detail.

Apart from the enormous destruction of works and buildings within areas directly affected by the fighting, there is an accumulation of "dilapidations," of which the extent is beyond all computation, which will have to be made good.

For four years, to come to the subject immediately occupying our attention, there has been all but a total cessation of house repairs in this country. If material was available labour was wanting.

One need not possess the most vivid of imaginations to arrive at some idea of what this must mean in the matter of the accumulation of damaged fixtures and fittings of every description. People are putting up with the inconvenience of these for the time being—partly because they can hardly do otherwise, and partly because their interest is concentrated on the war and its concomitants; but as soon as ever peace is in sight they will be clamant in their demand to have the defects of the home equipment remedied.

The clamour for paper, paint, and whitewash from the innumerable householders of Britain will, in particular, be far beyond all precedent. A general clean-up of the home will be almost their first peace-time pre-occupation. British folk of the artisan, middle, and upper classes only suffer dirt painfully, and will not endure it a moment longer than is necessary.

Came through this Flood unharmed

Test it with a Hammer

"61" FLOOR VARNISH

for Floors, Furniture and all Woodwork.
Now made in Eight Colors

A

Vitalite

PLATE & LAMINATE VARNISHES

Better White Enamel

—and a less expensive enameling method

Like most folks you have longed for years when enamel comes in your home.

Now you can have them.

No matter how high your quality standard or those of your architect or painter, Glidden Velvet or White Enamel will give you a better looking and better wearing white enamel job than usually comes under and expensive methods. A better enamel and a less expensive method has made this possible.

In the first place, Glidden Velvet White Enamel gives you the lovely white enamel with only half the cost. There's a big saving in material and time. Then again, it doesn't require expensive rubbing-in when being used.

Isn't the biggest thing about Velvet White its thoroughly satisfactory and durable finish it gives—a soft velvety effect that can be washed repeatedly without impairing the finish.

Send for "Price B" Free-Form.

It will tell you how to use it and just how to get the most of it. It also tells you how to get the most of it. It also tells you how to get the most of it. It also tells you how to get the most of it.

Write for a "Price B" Free-Form. It will tell you how to use it and just how to get the most of it. It also tells you how to get the most of it. It also tells you how to get the most of it.

The Glidden Company, Cleveland, Ohio, U.S.A.

GLIDDEN VELVET WHITE ENAMEL

GLIDDEN

VARNISHES • ENAMELS • PAINTS • STAINS

LONDON MAIL

TWO PENCE

is now included among those popular weeklies which have reluctantly to omit advertisements quite frequently, and which cannot accept all the orders offered.

There is, however, still a little space available in some of the issues for September onwards.

Advt. rate £40 per page.

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94 LONG ACRE
LONDON, W.C.2

Telephone No.: Gerrard 9870 (seven lines).

VOGUE

INCREASE OF PRICE AND ADVERTISEMENT RATES

*Commencing with the issue of
June 20th the price of "Vogue"
to the Public is increased to*
1/6 PER COPY

FROM OCTOBER 1, 1918, THE
ADVERTISEMENT RATES
WILL BE INCREASED FROM
£25 TO £30 PER PAGE
AND PRO RATA

G. W. KETTLE

Manager of Advertising

VOGUE

16 Regent Street, London, S.W.1

16 YEARS WITH THE ADVERTISERS' PROTECTION SOCIETY

By the Vice-Chairman, Mr. A. BOND HICKISSON
(John Bond's "Crystal Palace" Marking Ink).

I BECAME acquainted with the Advertisers' Protection Society in its earliest days of January, 1902, when Dr. Bennett, of "Trilene" fame, was its chairman, and a most enthusiastic worker I found him. Of the Executive Committee of those days only four members remain: Mr. W. B. Warren (Messrs. Burge, Warren & Ridgley, Ltd.), Mr. Fred. A. Oetzmann (Messrs. Oetzmann & Co.), Mr. J. A. South (Messrs. John Steedman & Co.), and myself.

The first of the Association's dinners which I attended was held at Anderson's Hotel, and I noticed the piano was covered over, so evidently music was not required. I soon found out the cause. After dinner each member was required to take it in turn to stand up, announce himself, and speak of his firm. After listening to many members discussing the blessings of their pills, ointments and cure-alls, I left, with the decided opinion that it was the most wretched evening I had ever spent and solemnly vowing I would either alter the next dinner programme or stay away. A year later, after much opposition, I carried the day, and music was allowed, and arrangements left to me. The dinner took place successfully at the Holborn, and an excellent programme was pro-

vided. Eventually, too, I carried the day that ladies should be invited.

This brings me to the subject of the president. I saw the Society stood in need of a distinguished chief and proposed the appointment of a president,

suggesting Sir Wm. Treloar; and it was agreed that I should call and see him, which I did. I placed the position before him, and asked him to consent in the interests of advertisers generally. His reply was: "If you really think my becoming president will serve the advertisers' interests, I will join." I assured him it would, and unquestionably his name has done much for the Society.



MR. A. BOND HICKISSON

Eventually on my sugges-

tion, some of the well-known advertising men of the day were elected vice-presidents.

In the early days of the Society it was, to my great surprise, quite a feature to compare notes of the prices paid by advertisers, and a list of reference was kept which was grossly unfair in many ways. Mr. Post, of "Grape Nuts," then in this country and serving on the committee, felt strongly on the subject, and he proposed its being abolished. I seconded his efforts for its abolition, and the resolution was carried.

NOTICE OF INCREASE OF ADVERTISING • RATES

IN THE

Daily Express

Owing to the continued scarcity of paper, and consequently smaller newspapers, which means a considerable reduction of space allocated to advertisements, and the enormous increase in the cost of everything used in the production of a newspaper, the Proprietors of the "Daily Express" have decided that on and after July 1st the price of advertisements will be as follows:—

Back page	-	-	£2	5	0	per s/col. inch
Pages 2 and 3	-		3	0	0	" "
"Reader" adverts.			3	0	0	" "
Corner spaces	-		5	0	0	each
Miscellaneous adverts.			2	6		per line

The Proprietors regret that, in consequence of the reduced size of the paper, the space available for advertisements is strictly limited, and date of insertion cannot be guaranteed. Every endeavour, however, will be made to arrange insertion in the earliest possible issue.

G. WETTON,
Advertisement Manager,
23 St. Bride St., E.C.4.

Telegrams: "Express, Fleet, London."
Telephone: Holborn 6689.
(Private Branch Exchange.)

After this the long campaign commenced for the demand for certified net sales in place of circulation figures, and circular after circular was drawn up, either by Mr. W. B. Warren or myself, and sometimes as joint authors.

"CIRCULATION" FIGURES INDICTED.

One was most successful where we gave an illustration of a barge lying at the docks and being loaded from vans full of returns for repulping, which was the kind of "circulation" advertisers were paying for. It is not so many years ago that Messrs. A. & F. Pears were so alive to the evil that they used to attach a label to their parcels of insets to the following effect:—

"£500 Reward.

"To bookbinders, workpeople, waste-paper dealers and others. Certain publishers having stated the circulation of their publications to be greatly in excess of the numbers actually sold, are in the habit of applying for and receiving from us a corresponding excess of hand-bills for binding in. These surplus hand-bills (very costly to produce) are then either destroyed or sold for waste paper. We will pay any person Five Hundred Pounds for information leading to the conviction of the offender. The number of bills supplied for any publication will be told to any applicant at our offices."

By successive appeals, and other methods, membership was built up. In fact I was continually getting members on my own account, and the secretary wrote me that my success in obtaining new members was really astonishing, and the Society was very much indebted to me.

THE MONTHLY CIRCULAR.

Shortly after this the monthly circular was started, and soon landed us into trouble and litigation. In the one case we were successful; in the other we came to an amicable arrangement. This danger soon moved me to action, so I decided we would run no more risks of this kind and insisted that a Circular Committee be formed to pass proofs, as the border line is soon overstepped in this country,

and an action for libel is the result. And as an additional safeguard I further proposed that a separate fee should be paid to our secretary (who is a solicitor) likewise carefully to peruse the circular previous to issue. It is only sent to members and is marked "Private and Confidential," the name of the member being inscribed on his copy. Therefore every precaution to ensure correctness is taken and to protect the Society.

Notwithstanding every effort to arouse the interest of committee men, only the faithful few were regular in attendance, so I suggested that a luncheon (at our own expense), followed by a meeting, should be adopted, and this was agreed to. But still only the faithful few turned up, and this poor attendance is a weakness for the Society, where such large interests are concerned. It is likewise discouraging to those few and regular members who do attend and have done for so many years.

AN APPEAL TO MEMBERS.

Therefore a special appeal should be made to every member of the Executive Committee to attend at least a special quarterly meeting, or half-yearly meeting, as no one interested in the highly important advertising question should begrudge an hour or so for discussing matters, and thus assist the Committee at its monthly meetings.

The membership continues to grow, as we offer every inducement to join. For instance, I always considered that there were a number of advertisers, whose annual expenditure on publicity did not exceed £1,000, who would join at a guinea subscription, where they would not pay two guineas. This suggestion was coolly received, as the feeling was that if membership was not worth two guineas it was worth nothing. This I do not believe for a moment, and I estimated that at the very least fifty advertisers or more would join at the lower rate. At all events, without a word being said about this in the chairman's remarks at the last annual general meeting, some firms came forward for membership at a guinea as well as many at the two guinea rate.



I have an important message —

for manufacturers who aim at efficiency in selling—and are determined to secure, and to maintain a leading place in British trade, Home and Overseas.

An interview can do no possible harm,—it will cost you nothing—and it may lead to a mutually valuable connection.

There are stirring times ahead. NOW is the time to Think !

Paul E. Derrick

Managing Director.

Author of "How to Reduce Selling Costs."

From Geo. Newnes, Ltd., Publishers.
6/- nett, or 6/6 post paid—or any Bookseller.

Results count for more than efforts—Successes more than mere temporary connections.

Personal Counsel or Full Agency Service

1. The Personal Service of Mr. Derrick can be retained at an agreed fee in a purely advisory capacity upon all matters relating to the Reduction of Selling Cost, without the detail of preparing and placing of any advertising.

2. Or with our organisation we can go a step further, and prepare complete Advertising Campaigns for the home market and throughout the Empire, and in foreign countries—with or without contracting for space in the papers, etc.

3. Or we will organise and execute any and every form of your Outdoor Publicity—Bill-posting, Railways, Trams, and 'Buses, etc.

4. Or we will plan, in every detail, your letterpress and colour Printing—and, *if desired*, print same on competitive estimate.

5. Or we will do all these four things, working in harmony with your own organisation.

**PAUL E. DERRICK
ADVERTISING AGENCY, LTD.**

34, NORFOLK ST., STRAND, W.C
LONDON.



As the result of my suggestion that the proceedings at the annual meetings should be reported and issued to our members, informing them for the first time what we were doing, a circular letter was drawn up embodying what was said by both the chairman and myself at this meeting. It certainly brought about most satisfactory results as regards enrolling fresh members, as no less than sixty-four well-known firms joined. But despite all efforts the Society has not secured the power I anticipated, and I can only put it down to one thing—absolute apathy, for, as one publisher told me, it seems as if advertisers had no real interest in their space buying. I have heard similar remarks from another well-known publisher who gave a good lead so far as his own publications were concerned. Therefore our Society must get more backbone in more ways than one. For example, occasionally I have brought forward a case where I considered I had been unjustly dealt with by a publisher. What has been the result? I have been told to take up another publication and to drop out. Now supposing a working man brought before his Trade Union a grievance, would he be told to drop out and find another job? Certainly not. Protection is what advertisers require against all injustice. Certified net sales and the elimination of the fraudulent and objectionable advertisements and the active adjustment of grievances is sound policy on which we must ever concentrate our attention.

CERTIFIED NET SALES.

At the same time I do not want anyone to run away with the idea we have neglected from first to last aiming at all this, and especially certified net sales. We have always tried to bring this about, but it is strength of membership that tells. The fact that we want to know actually what we get for our money has been so dinned into publishers' ears for years past that if the Society has done nothing else it has been the means of ever keeping this all-important item to the front. Had it not been for this spirited campaign, figures would not have been given as they have been. The Society

has done real good, and when a certain advertiser connected with the defunct British Association of Advertisers pointed to our pitiful record, I can only say his remarks must be attributed to jealousy, for we have not only retained practically all our original members, but have been constantly adding fresh members, which is a fact that speaks for itself. Neither have we had to ask the financial assistance of any other Society.

PUBLISHERS AND ADVERTISERS.

I think everyone will agree with me that advertisers are not satisfied with the old system of publishers withholding certified net sales, and in the protection of our general business interests advertisers will never be satisfied until they have sufficient power to sweep away this unsatisfactory mode of trading. It is to the best interests of publishers to furnish these figures rather than that there should be any suspicion which is prejudicial, for, as one publisher truly said to me, with exaggeration as to circulation it was obvious that one has either to fall into lying or maintain strict silence. And so, in many cases, fictitious value is kept up, and an air of suspicion created which is no good to anyone. No question exists that an advertiser has an absolute right to demand conclusive evidence that he is securing value for his money. As Sir C. Arthur Pearson said at one of the annual meetings of his shareholders, upon the spending powers of advertisers a business like theirs depends largely for its profits. Then surely advertisers should know exactly what they are getting for their money in every instance.

The Times, in a letter to me some few years back, made this straightforward and encouraging reply: "When 50 per cent., or 25 per cent., of the newspapers in this country publish an accurate statement of what they actually sell, which is a very different thing from an accountant's certificate, or any kind of certificate, of what they print, then *The Times* will not be behind in imitating their candour."*

* Since then *The Times* has, in fact, published its net paid sales.



For England and Saint George

An old cry—one which has helped our country to victory over a thousand years and more—yet modern enough to be the key to the policy of

The National News

"British as a Bradbury, and so reliable"

the control of which has been taken over by

ODHAMS LIMITED

who are publishers of so many patriotic weeklies. The future outlook of the paper will be patriotically British. It will be as independent as any Briton could wish, and every line will be interesting. In view of the paper restrictions you should place a regular order now with your Newsagent.

If you find any difficulty in obtaining "The National News,"
THE ONLY PENNY SUNDAY NEWSPAPER,
 send a postcard for free specimen copy to, "The National News,"
 92 Fleet Street, E.C.4.

PHILIP EMANUEL
 Advertisement Manager
ODHAMS, LIMITED
 85-94 LONG ACRE
 LONDON, W.C.2
 Telephone No.:
 Gerrard 9870 (nine lines).

This shows advertisers have only to peg away to get their rights.

Personally, the adoption generally of certified net sales is, above all things, what I am most keenly alive to, and if all advertisers had got together and demanded this in the same way as they buy other material, this "open your mouth, shut your eyes" policy could have been done away with long ago. I could not give a better authority than Lord Northcliffe, who said: "Advertisers have a perfect right to know what they are paying for." Moreover, they have a right to object to having their announcements mixed up with those of undesirable advertisers. As they say, you can judge a man by the company he keeps. This equally applies to advertising; it is highly damaging to be close to the fraudulent advertisement, etc. This is a matter to which our Society has devoted attention for years and has called publishers' attention to over and over again. I would like to see publishers made responsible if they insert advertisements of a fraudulent nature, as is done in America.

This only shows what advertisers can do if they will get together, and yet apathy amongst advertisers in general reigns supreme. As I said before, our meetings should be better attended.

MUCH WORK, LITTLE THANKS.

I have given up three hours of my time once a month for no less than sixteen years to attend the meetings at some distance from my works, and what I could do others could do, as no one is more actively engaged than I am. I have tried to get a working arrangement with the London Chamber of Commerce on advertising questions, which with full support should be brought about, and would be of great value to advertisers generally. If I totalled up the time, money and energy I have spent on the Advertisers' Protection Society's affairs from first to last, and the sacrifices I have made on principle, I should find myself considerably out of pocket. However, it is like everything else, someone has got to do it, but I must candidly confess I

am getting somewhat discouraged, as there are little thanks.

If advertisers could only be brought to know what payment on actual net sales meant to them I am inclined to think they would not hesitate to take a really active part in the affairs of the Society, which, after all, is their affair, a fact which up to now, strange to say, they have never understood.

THE POSITION OF AGENTS.

I am not at all sure that the rule which excludes agents and consultants from joining the Society is not a mistake, and if they were in future eligible for election we should be much nearer our aim in getting certified sales adopted, as their active co-operation would be a very powerful contribution. On referring to my press cuttings book I find I advocated an alliance with advertising agents and consultants at the annual dinner as far back as 1905, when I said I saw no reason myself why they should not join hands to suppress many evils that take off the gilt and eat immensely into one's profit. As at present constituted, advertising is more or less a question of trust, and how much trust is given in the way of checking generally? It is an unsatisfactory system of doing business, to the advertiser's loss.

At the same time I recognised the risk that if an agent joins and acts for several clients who would otherwise themselves have become members the Society would thereby be weakened, as all practically depends on the growth of membership to make the Society powerful in pursuance of its policy.

However, this is entirely a matter for the Committee to decide. I merely express my own views.

To enable the Society to do its work effectively it is not only members but actual workers that are required. They would, I know, be heartily welcomed on the Committee, and I hope my appeal will not remain unheeded. If my work is appreciated, and these notes and ideas have rendered a service to advertisers, I have at least written to some good and useful purpose.



**A CORNER OF THE NEGATIVE STORE
WHICH CONTAINS APPROXIMATELY
ONE MILLION NEGATIVES**



Output and Resources

IN these days of large undertakings the establishment of the Rotary Photographic Co. (1917) Ltd., is worthy to rank with leading British Enterprises. Consider what it means to have a capacity for printing 6,660 yards of sensitised paper 26 in. wide, in a working day of nine hours, and developing and finishing arrangements on an equally ambitious scale. If under present conditions we have some difficulty in coping with the huge orders reaching us from all parts of the world, we can derive some satisfaction from the knowledge that everything possible is being done to extend and develop capacity under normal conditions.

ROTARY PHOTOGRAPHIC CO. (1917) LTD.

(Directors: A. E. PARKE and C. F. S. ROTHWELL)

London Office & Showrooms:

9 · FINSBURY SQUARE · E.C.

Head Office & Factories:

WEST DRAYTON · MIDDLESEX



A PART OF THE GLAZING ROOM



A LITTLE-KNOWN ADVERTISING MAN



**Mr. NEVILLE NOLLER, Advertising Manager,
Messrs. Ruston Proctor & Co., Lincoln**

MR. NEVILLE NOLLER is a real, live, advertising man, keen, enthusiastic and receptive to new ideas, one who has "made good," but is not by any means as well known as he deserves to be. And therefore it is a pleasure to tell the readers of THE ADVERTISING



MR. NEVILLE NOLLER

WORLD something about him. We were fortunate in inducing him to talk about himself, his work and his ideals. And this is what he said in answer to our questions:

"Though not a Lincoln man, I guess Lincoln and I were born for each other. It was one of those inevitable fusions which occur when a special man and his special job go a-seeking each other."

"So you were born to advertising?"

"Sure! but I had to be badly hammered by the bludgeoning of circumstances before I realised it."

"I came of artistic stock and swore I'd make a name as an artist. *Sweated* to do it. Starved! Sounds romantic, doesn't it? But life in London under such conditions is *not* romantic, I can assure you! Still, I well-nigh starved to do it. But 'desire outran performance.' So I dropped to black-and-white fashion work, technical and trade paper illustrating, designing labels for jam-pots, cartoons, advertisement illustrations for the cheaper agencies, stained glass windows, illuminated presentation addresses, articles, verses, short stories, write-ups for the more precarious press—you know the gamut—and then, nine years ago, joined Messrs. Ruston, Proctor & Co., as catalogue artist. Next came the considered and gluttonous study of the *science* of advertising, a growing love for the profession, and so my present post."

"Yes, I was born to advertising all right. As far as I'm concerned it's the Great Adventure for me!"

And as you talked to Mr. Noller you believed him.

"Now, Mr. Noller," I said, "let me have your opinion of engineers' advertising generally—."

"I presume you mean English engineers?"

"Yes!"

"Well, in my opinion, even taking the British temperament into account, they err on the side of too much caution and too close an adherence to the canons of engineering taste of forty years ago. The unimaginative, monotonously displayed trade-card type of announcement should be discontinued and something more vital and arresting substituted. After all, even the heaven-born engineer is human, and if you can give him a phrase that catches him where he lives—NOW—why sit silent until he notices you?"

"Again, it may be bad form—or it may *not* be bad form—but if you're pushing a manufacture in which you

Here's the field covered by the L.C.C. Electric Cars



The LONDON ADVERTISER

aced with the problem of reaching London's millions can find no more penetrating medium than the L.C.C. Electric Cars. These Cars are London's own vehicles and reach to the outlying suburbs of the biggest and richest city in the world.

The L.C.C. Electric Cars can still offer a few enterprising advertisers the choice of important positions on and in these cars. A car-side provides the largest moving sign—a sign that travels through London's busiest highways, shopping centres and residential districts. Will you write for particulars of the spaces available?—write now

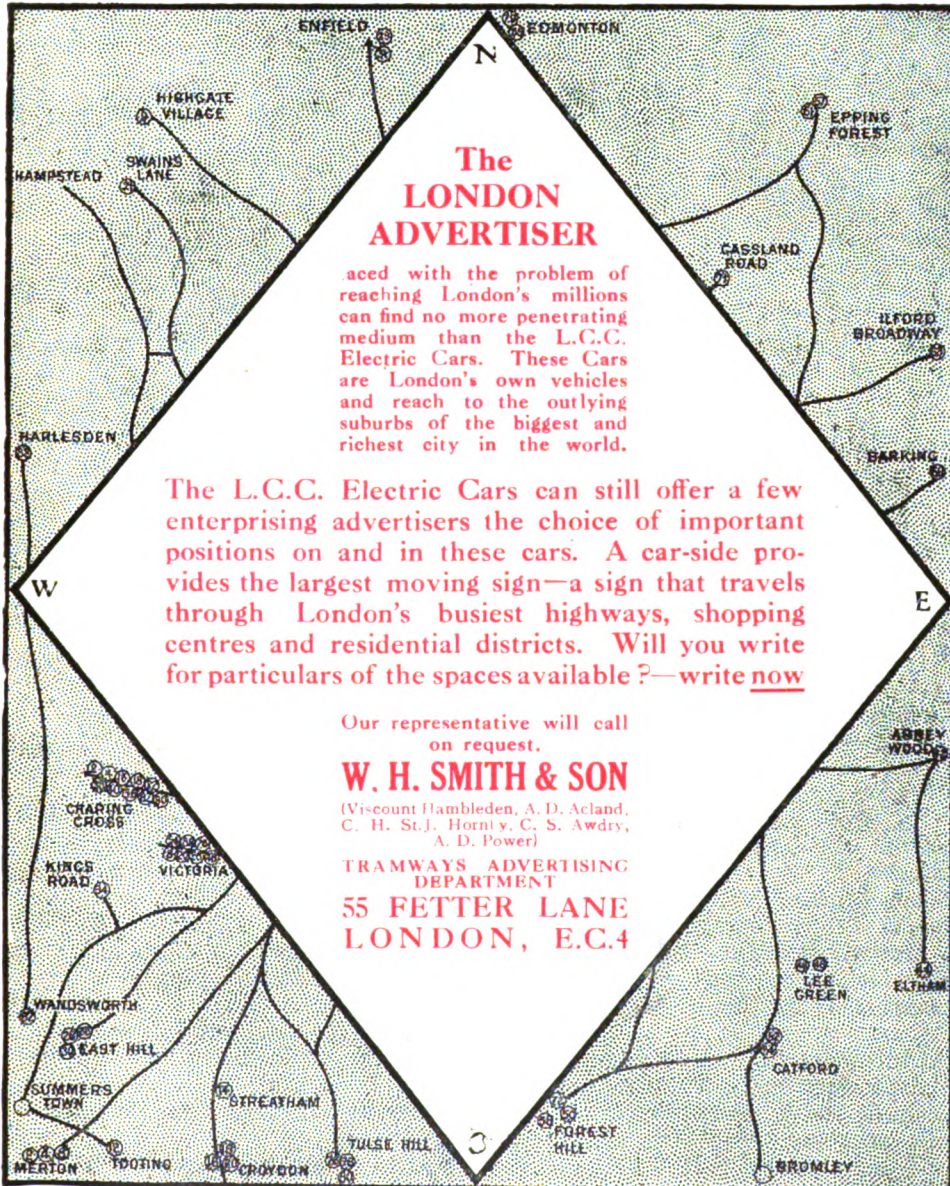
Our representative will call on request.

W. H. SMITH & SON

(Viscount Hambleden, A. D. Acland, C. H. St. J. Hornly, C. S. Awdry, A. D. Power)

TRAMWAYS ADVERTISING
DEPARTMENT

55 FETTER LANE
LONDON, E.C.4





After the War

prepare for

The Ruston High Compression Crude Oil Engine

We are the pioneers and largest manufacturers of solid injection Oil Engines.

A fuel consumption of 4 lbs per B.H.P. Hour

"The economy of the Diesel without the complication of its air compressor"

In solid cylinder, in cooling water, in fuel atomization and in the high speed of rotation, an unsurpassed standard is reached, the "Ruston" High Compression Crude Oil Engine is the most economical and most reliable and most powerful engine yet built.

These points ensure simplicity of control.

It is long-lived, it runs on waste liquids, it has the economy of an accumulator, it has the economy of an accumulator, it has the economy of an accumulator.

In sizes from 15 to 600 B.H.P. Single and Multi-cylinder

The Ruston High Compression Crude Oil Engine is the most economical and most reliable and most powerful engine yet built.

RUSTON PROCTOR & CO. LTD. LINCOLN

A Works covering 100 Acres, 8500 Employees on War Office & Admiralty Contracts



The "Ruston" Gas Engine

The Ruston Gas Engine is the most economical and most reliable and most powerful engine yet built.

The Photograph is of our Standard 150 B.H.P. Single Cylinder Gas Engine. Note its compactness, its massive gun-shaped cylinder, supported stiff back, its efficient forced-feed lubrication and its general get-at-ability.

THIS MOST MODERN ENGINE at a moderate price

RUSTON PROCTOR & CO. LTD. LINCOLN

A Works covering 100 Acres, 8500 Employees on War Office & Admiralty Contracts

VERY WORKMANLIKE

absolutely believe, why not go after the other fellow to help him to that good thing? This is how I sum things up: We are the people; the world is our market! Make contact by means of the unforgettable phrase and the arrestive illustration and 'stay put.'

"Good, and now tell me something of your own special efforts. Which do you judge to be one of your best achievements?"

"I try to make all my efforts special. I set out to get *results*, definite, traceable results, from each one. I generally succeed. My department is essentially *productive*."

Then I asked Mr. Noller what he thought of the prospect for an engineering firm which might come out with a really big policy and appeal to the consumer of his productions through the general Press.

At this point I struck a reserve.

"An answer might reveal more than I deem desirable in the interests of my firm's post-war advertising activities. I will simply say that I am *not* a

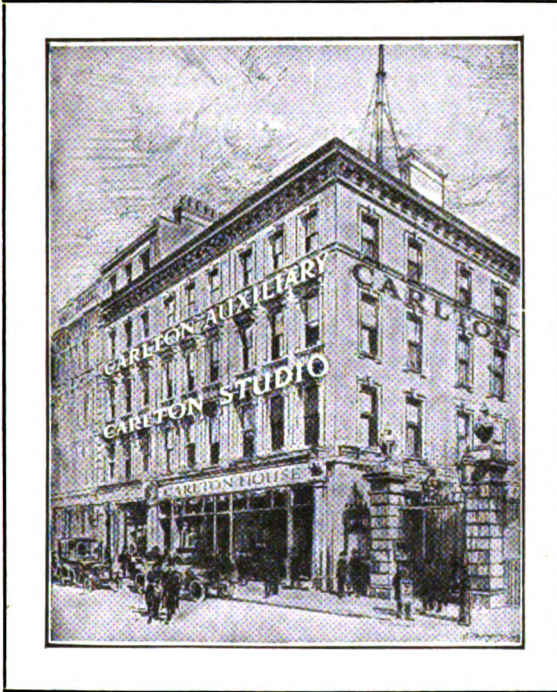
believer in a timid policy. As to the how"—a shrug of the shoulder dismissed *that* discussion to a more convenient season.

"Don't you think there will be many big recruits in the publicity field when the war ends?"

"Undoubtedly. I am convinced that immediately after the war the English advertising manager will come into his own with a bang—and out of it with the same velocity if he's not entirely adequate. As he should." Mr. Noller spoke with some heat. . . . "The day when any clerk could look after the advertising in his spare time is a thing of the past. . . . It is such an idea and such a service that have done much to give English advertising a bad name. . . . A firm will spend hundreds a year on space—and give it to a 80s. a week clerk to fill. . . . Yet the same firm would quickly fire an inefficient man in any other sphere, and would *see* that it got adequate returns from any other appropriation.

"Advertising will have to be the

The New Address of Carlton Studio and Carlton Auxiliary is Carlton House, Bedford Street, Strand, London, W.C.2



“FOR the duration” the new Carlton House will, we hope, be as attractive to the great (and the lesser) advertisers of Britain as the old.

Its roof will still cover the biggest staff of commerce-specialising artists and writers in the world, and its doors will be open

as ever to all who seek the highest service that art (literary and pictorial) can render business.

It costs nothing to get to know all about

“CARLTON”

Carlton Studio and Carlton Auxiliary,
Carlton House, 29-30, Bedford Street,
Strand, London, W.C.2

cutting edge of all future selling plans, and the best brains of the country will have to be concentrated upon the 'making known' policy of every business."

"And now just a word as to how you work."

"I am a great believer in the 'getting together' policy. The man who thinks he knows it all is doomed. Get the opinion of everyone connected with the design, construction and selling of the article. Get right down to the people who actually handle the business. Touch, see and exhaustively examine the goods personally. Ask questions. Don't be afraid of revealing ignorance. Find out what the other man says of his goods. Then, after assimilating write with a swing, and *prune*. An advertisement should be eloquent of information left out.

"To prevent myself from getting narrow I make a hobby of collecting advertisements from every publication I can buy or beg—Yank, Colonial, Continental, English. My private collection would enable me to write up an advertisement or devise a selling policy for any article or service, from a new table delicacy to real estate. This practice keeps the rust off my engineering advertising.

"And this brings me to another point—viz., I am quite convinced the inside advertising man, by that I mean the man in a position like myself, is apt, unless he watches himself very carefully, to become obsessed with the idea that he knows all there is to know about publicity applied to his particular job, and that that is the greatest danger which he has to face.

"As a matter of fact the inside man may be most efficient, but there is the serious danger of his getting into a rut and he should never neglect the collaboration of the expert with the wider and more comprehensive experience *and the detached view point*. I emphasise that last sentence."

"Then you appreciate the expert?"

"Yes, provided the right man can be found, and that is a difficult task. I particularly value assistance and collaboration on the artistic side, but so often in my experience the artist is entirely unguided by the advertising man. But one is happy when one can find a studio and organisation controlled by, and in constant touch with, men who know the selling side and can appreciate my position. The result of such collaboration has been that from both the art and literary side my work has benefited."



FURTHER EXAMPLES OF MR. NOLLER'S DESIGNS

"We prize your magazine very much as a comprehensive survey of advertising, not only in Great Britain, but in other countries which are doing things in the advertising field."—MR. NOBLE T. PRAIGG, Managing Editor, *Associated Advertising*, Indianapolis, U.S.A.

BUSINESS GOING OUT

The Chosan Co., 2 Grove House, Richmond, are placing direct the advertising of Chosan Bath Cubes.

Messrs. Hooper & Batty are responsible for the publicity for the Ever Warm Safety-Suit for use when travelling by sea. They are acting on behalf of the International Life Saving Suit Co., Norwich House, 13 Southampton Street, Holborn, W.C.1.

Messrs. Scriven are acting for Messrs. H. P. Bulmer & Co., Hereford, in placing the advertising of Pomagne, the "super-champagne cider de luxe."

The Art Lingerie Co., 167 Oxford Street, W., are advertising their "Holeproof Hose" through Messrs. Street, of Serle Street.

Messrs. Mather & Crowther have been entrusted with the publicity for Turban Complete Puddings on behalf of Messrs. Field & Co., Ltd., 40 and 42 King William Street, E.C.

We regret that in our last issue an error was made with regard to the placing of the advertising of Mather's Scotch Fish Cakes. This is in the hands of the Howat Advertising Service, 8 Arundel Street, which has been responsible for Messrs. Mather's advertising

since their clients began it some three years ago.

The advertising of Le Kanopus Egyptian cigarettes is being undertaken by Messrs. Mather & Crowther.

Mr. Martin Harvey, of Moorgate Street, is placing the advertising for the Fulcreem Buns on behalf of Messrs. Plaistowe & Co., of King's Cross.

Mr. Eustace Miles is advertising his "health courses" and has entrusted the publicity to Messrs. Wills's Advertising Agency, Holborn. The Eustace Miles Proteid Foods, Ltd., are now advertising their preparation "Emvita," and this business also is being handled by Messrs. Wills.

Mr. J. Clement, Mincing Lane House, E.C., is now advertising his Kiamil Cigarettes. The placing of the publicity has been entrusted to Smith's Advertising Agency, 100 Fleet Street.

Six inland watering places—Bath, Buxton, Cheltenham, Droitwich, Harrogate, and Woodhall Spa—are combining to make known their attractions, and the placing of the business has been entrusted to Messrs. P. C. Burton.

Information for Advertisers—No. 2

Advertisers have found the newspapers of the greatest usefulness in getting immediate returns. Money is made more quickly when orders come at once and the profits can be immediately reinvested in advertising space. This is what happens with newspaper advertising. The "Daily Sketch" brings results at once, and from all parts of the Kingdom—accounted for by

Fact No. 2:

In addition to very large supplies taken by the wholesalers, 15,000 direct parcels of the "Daily Sketch" are sent to agents in all the leading towns and villages throughout the British Isles—a record unequalled by any other paper.

"THE ADVERTISING WORLD" LAW REPORTS

Advertising Exchequer Bonds. Unsuccessful Claim against Messrs. Walter Hill.

A CASE of great interest relating to the advertising of Exchequer Bonds was heard by Mr. Justice Neville in the Chancery Division on June 6th. It was an action in which Messrs. James Davey & Co., Ltd., E. Davey & Sons. Ltd., the Farrington South-West Billposting Co., Ltd., and J. A. Markillie & Co., Ltd., claimed a declaration that they, as members of the London Billposters' Protection Association, Ltd., were entitled to participate in the profits of all orders obtained by the defendants, Mr. Walter Hill and Messrs. Walter Hill & Co., from the Government in the course of their agency as members of the committee of management of the London Billposters' Protection Association, Ltd., and executed by members of that association. The plaintiffs also sought an injunction to restrain the defendants from distributing any such profits without giving the plaintiffs and those on behalf of whom they sued a share of such profits.

THE PLAINTIFFS' CASE.

The plaintiffs and defendants, as well as other billposting companies, were members of the London Billposters' Protection Association, Ltd., and the plaintiffs alleged that in January, 1916, a sub-committee of the committee of management of the association submitted to the Government a scheme for advertising the issue of Treasury £5 Bonds; that Mr. Walter Hill, as chairman of the sub-committee, obtained an order from the Government for the advertising of the posters "Don't" and "£1 for 15s. 6d." and the profits of the order were shared by the members of the association who had executed the order.

The plaintiffs further alleged that Mr. Walter Hill obtained other and valuable orders from the Government, which he distributed between the allied businesses of his own company, and that they divided the profits among themselves, without giving the plaintiffs and other members of the association an opportunity of participating in the order, and that the association, being controlled by the votes of the allied businesses and the defendant company, would not take action against the defendants.

The defendants said that Mr. E. J. Davey was one of the members of the sub-committee of the association, and that, at a meeting of the sub-committee held on January 7th, 1916, it was resolved to make an offer to the Government for advertising Exchequer Bonds, and that Mr. Walter Hill was appointed to negotiate the matter. The order was not obtained; but in February, 1916, Mr. Walter Hill obtained from the War Savings Committee an order for posting 30,000 of the posters "Don't" and "£1 for 15s. 6d.," which was

not obtained by him in pursuance of the resolution, but was handed over by him voluntarily to the sub-committee for distribution, and that he took no part in the distribution of the order.

The defendants denied that they had obtained other orders from the Government by means of the position held by Mr. Walter Hill as agent for the association, and they denied that they owed any duty to the association or to any of its members to distribute the orders which they had obtained from the Government, or any of them, between the members of the association. All the said orders were given to the defendant company, which had received and executed orders from the Government on many occasions before the appointment of Mr. Walter Hill as representative of the association to negotiate for an advertisement for Exchequer Bonds; and the defendants alleged that, at meetings of the committee held in August and September, 1916, Mr. E. J. Davey made allegations against Mr. Walter Hill similar to those set out in the statement of claim, that two members of the committee were appointed to investigate the matter, and reported that Mr. Hill's conduct had been honourable and straightforward. The general meeting confirmed the view of the two members. The defendants denied that they and the allied businesses controlled the votes of the association.

It appeared from the evidence of Sir Hedley Le Bas, who was adviser to the advertisement department at the War Office, and his assistant, Lieutenant Eric Field, that they declined to deal with the association or any committee, and dealt with Mr. Walter Hill as a principal and held him alone responsible for the orders given to him, and it was quite immaterial to them how he distributed among the billposting trade the orders given to him.

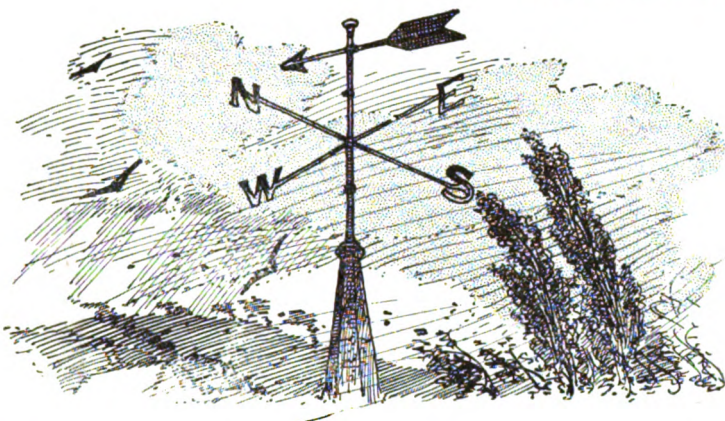
THE JUDGMENT.

Mr. Justice Neville, in giving judgment, said:—In my opinion the result of the plaintiffs' evidence for the present purpose fails to establish that Mr. Walter Hill was the agent of the association when he obtained the contracts in the profits of which they claim to share. He was appointed the agent of the association to negotiate with the Government for an advertisement for the issue of Exchequer Bonds, which fell through. It is clear that Sir Hedley Le Bas refused to deal with him as the agent of the association, but gave him an order personally for the advertisements "Don't" and "£1 for 15s. 6d."

I am not clear whether in the circumstances Mr. Hill was bound to account for that contract to the association, but the point is

IT'S AN ILL WIND THAT BLOWS NO ONE ANY GOOD

—ANCIENT PROVERB.



Q The Wind is set from the North-East : for the "No Returns" order is a cold, chilly blast, drying up chance sales and bookstall prospects.

Q BUT—the ill wind blows good for "THE CAR AND AVIATION." "THE CAR" possesses a remarkable and constantly increasing list of annual subscribers, mostly members and associates of the Royal Automobile Club. These are untouched by the Paper Restrictions.

"THE CAR" is still delivered to their households.

Q Hence "THE CAR" can give you a "better than ever" medium for advertising amongst men and women of rank and title, members of the Lords and Commons, Officers and Officers' Households, Heads of Great Motor and Aircraft concerns, and the select circle of London and County Society.

Q The Publishing Offices of "THE CAR" are :
11 Southampton Row, London.

EDWARD J. BURROW, Director
Telephone - - - Museum 2122

immaterial because he did make it over to them. The real dispute in the action is with regard to the subsequent contracts which he obtained from the Government, and that depends entirely upon whether they were within the scope of his appointment as agent for the association. He was obviously only appointed to negotiate for an advertisement for Exchequer Bonds, which did not mature, and I cannot see anything in the evidence or in the minutes of the committee that

subsequently enlarged the scope of his agency. He denied any liability to account from the first, and I think that I cannot infer from the evidence any undertaking on his part to hold himself liable to account for the further contracts which he obtained. His agency related to the one particular matter, the Exchequer Bonds, which failed, and did not extend to the subsequent contracts. The action therefore fails and must be dismissed, with costs.

Warnings to Bill-posters.

FOUR PERSONS were fined at the West London Police Court on June 5th for breaches of the Paper Restriction Order, the offence being the use of theatrical posters which exceeded the minimum size, namely 2,400 square inches. The defendants were Messrs. John Sole, Hammersmith, fined £5; George Kerrison, Hammersmith, £20; Harry Hewitson, East Ham, £2; and Percy Sheldon, Frith St., Soho, £10. Mr. Kerrison is a director of Messrs. Pascalls, billposters, at Hammersmith, and Mr. Sheldon manager of Smith's Bill-Posting Co. The other defendants fetched the bills and posted them.

Mr. Thomas Odell, of Well Hall, was

summoned at Woolwich on June 6th for fixing to a wall a number of posters relating to the same subject matter, the total area exceeding 2,400 square inches, the said wall not being at the place of business of the advertiser. Miss Winifred Capon, of St. John's, manageress of the Eltham Cinema Theatre, was summoned for causing the bills to be affixed and so were the Theatre Co. In one case the total area covered was 5,400 square inches and in another case 15 bills were used, covering 9,000 square inches. The summonses against Mr. Odell and Miss Capon were dismissed on the payment of costs and the company were fined 40s. on each summons.

FOR THE FALLEN BRAVE

IN ORDER that they might pay their tribute to the memory of comrades fallen in the war a joint committee of clubs and societies connected with advertising organised a memorial service, which was held in St. Bride's Church, Fleet Street, on the afternoon of June 13th. It was attended by the Lord Mayor, who came in state, accompanied by the sheriffs and by Alderman Sir William Treloar. Lord Burnham was also present. There was a fairly large gathering, consisting mainly of relatives and friends of the brave men who had passed away.

A beautiful service was carried out, including portions of the Burial Service and the lesson from the fifteenth chapter of the First Epistle to the Corinthians, read by Archdeacon Holmes.

The address was given by Bishop Ryle, Dean of Westminster, who took his text from Proverbs, the 18th chapter and the 14th verse: "The spirit of a man will sustain his infirmity, but a wounded spirit who can bear?" He spoke of the fortitude, the courage and the endurance with which the brave men faced hardships, wounds and death, and those who remained bowed their heads in reverence. It was the spirit of those men which sustained them, and they thanked God that the fallen soldiers had been able to show themselves so true to the spirit that was in them. That spirit was of God. They should pray that the

spirit which animated those who had gone might animate us in bearing with fortitude the hardships that might yet come upon the people of this land. Their comrades who had gone had set them a great example, for they were not brought up to arms or to think of warfare.

"O Rest in the Lord" was then sung as an anthem by Master Herbert Clinton, of the London College of Choristers. Later came "The Dead March in 'Saul'" and "The Last Post," the latter rendered by buglers of the Grenadier Guards. The service concluded with the singing of the National Anthem.

It has been decided to erect a tablet in the church in memory of the advertising men who have laid down their lives for their country, and for this purpose a fund is being raised. Should there be any moneys left over after the cost of the memorial has been defrayed it is proposed that the balance should form a fund for the assistance of the widows and orphans of the fallen. Mr. Thomas C. Walters, of the Fleet Street Club, is the hon. treasurer and secretary, and to him contributions should be sent. On the tablet will be inscribed the names of the fallen. To Mr. C. D. Fastnedge belongs the credit of having suggested to the committee the desirability of holding the memorial service and erecting the tablet, and the committee generally were very gratified that the attendance was so large.

Messrs. J. Lyons & Co. have acquired controlling interest in the businesses of Messrs. Horniman and Messrs. Black & Green, both well-known tea distributors. Messrs. Horni-

man do a large packet tea trade through agents, and Messrs. Black & Green have a chain of retail tea stores in Lancashire and Yorkshire.

THE FUNCTION OF ADVERTISING



SPEAKING AT the 18th annual general meeting of Virol, Ltd., held on June 12th, Mr. Arthur E. Canney, managing director, referred to the function of advertising in business. He said :—

"The costs of manufacturing, as well as the selling costs, are governed to a greater extent than the public realise by the volume of output. For this reason an efficient and economical distributing agency, supported by representatives, travellers and the various methods of education and propaganda generally classed as advertising, is essential to successful management. So far from advertising constituting, as is sometimes alleged, an addition to the price of the goods to the consumer—and, by the way, advertising expenditure generally was never lower and prices of commodities never higher than they are to-day—the function of advertising in business is to reduce expenses by lowering the ratio of cost of distribution—costs which in some businesses exceed those of production itself. It is generally recognised that any attempt to ignore the importance of advertising in the maintenance and extension of trade invariably results in loss. In 1910 the King, speaking at the Guildhall as Prince of Wales, on his return to this country after an extensive tour through our Eastern Dominions, said : 'Experience

has shown that even in the case of firms having established reputations and world-wide connections attempts to discontinue advertising have been usually followed by a diminution of the sales effected.' The point I wish to emphasise is that reduction in expenditure in this direction is a temporary economy; such adjustments are in no way due to any discovery of leakage in the past. They are the result of the recognition of the great value of our preparation, taken in conjunction with the present abnormal trading conditions in which the demand greatly exceeds supply. On the return of normal conditions the possibilities of Virol preparations are such that we must be prepared to resume the active educational work that has been in the past such a helpful factor in the successful development of this business."

The members of the committee of the Manchester Column Club have presented their chairman (Mr. W. H. Veno) with his portrait in oils, as a mark of their appreciation of his services as chairman.

Mr. Veno, in acknowledging the gift, referred to the possibilities in connection with the Column Club, and said the time was coming when that club would be the converging centre for business interests in the North of England.

The Pall Mall Gazette

SINCE the outbreak of war the "Pall Mall Gazette" has steadily increased its already well-established position as the evening newspaper most appealing to educated Londoners.

It covers a circulation area containing upwards of twenty million inhabitants, and is read by the classes possessing the highest purchasing power.

The "Pall Mall Gazette" goes home, and reaches the woman who buys for the household.

ADVERTISERS SHOULD WRITE FOR FURTHER INFORMATION AND RATES TO—
H. W. MORRIS-PUGH, ADVERTISEMENT MANAGER, 8 TEMPLE AVENUE, E.C.4

ITEMS OF INTEREST

We regret to record the death, which occurred at the end of May, of Mr. James Buxton, art manager of Messrs. Forman's printing department at Nottingham. Some little time ago Mr. Buxton met with an accident while motor cycling and from this we believe he never fully recovered.

The will has been proved at £70,270 of Mr. Alan Lupton, aged 71, of Hans Place Mansions, Chelsea, chairman of Messrs. H. R. Baines & Co., proprietors of *The Graphic*, *Daily Graphic* and *Bystander* (net personalty £60,787).

Messrs. R. K. Flint and W. E. Graham, old members of the London Scottish Regt., have just started as advertising agents at 185 Oxford St. Both have recently been discharged, after fighting side by side in France, and by a curious coincidence, received a permanent "Blighty" on the same day. Mr. R. K. Flint is the brother of Mr. C. D. Flint, late advertising manager of "Ediswan's," at Ponders End, who is well known in the advertising world. They have already received offers of support from many firms and individuals. Messrs. Graham and Flint are making a speciality of taking over the entire collection and renewal of advertisements for papers, magazines, etc., owing to the present scarcity of qualified canvassers.

The Society of Motor Advertising Managers has recently become recognised as the official advertising body to the motor trade through the Association of British Motor and Allied Manufacturers.

Mr. Harry Greer, the new member for Clapham, is a director of A. J. Wilson & Co., Ltd.—the third director of that company to be elected to Parliament.

The Government having requisitioned Regent House, Kingsway, the business and editorial offices of *To-Day* are now at 29 Bedford Street, Strand.

The offices of *The Drapers' Organiser* are now at Organiser House, Bedford Street, Strand, the premises at Regent House, Kingsway, having been commandeered by the Government. The telephone numbers are 5,656 and 5,657 Regent.

At West Ham police court Mr. Louis Joseph Abrahams, described as an advertising agent, living at Romford Road, Stratford, was ordered to pay £16 17s., including costs, for food hoarding. The stores found in the house consisted of 42 lbs. of sugar, 30 lbs. of jam, 27 lbs. of marmalade, 12 lbs. preserved fruit and 13 tins of condensed milk.

The report of the Associated Newspapers, Ltd., shows a profit, after providing for depreciation, etc., of £190,766. The members of the staff with the Colours now total 1,105 and £64,014 had been paid to assist them and their families.

In the House of Commons on May 30th Mr. Hogge asked the Prime Minister by whose permission leaflets advertising the Ealing Comrades' Day were dropped from Army

aeroplanes. Major Baird, who replied, said permission was given by a responsible Air Force officer, but the Air Council had since then made known a rule prohibiting the use of aeroplanes for the purpose of flying exhibitions or the dropping of leaflets.

The National Service Department has, we understand, issued an order to its representatives on the Tribunals that all men in the printing trade who are not in Grade I. are to be granted exemption as a temporary measure.

The profits of Messrs. Lipton for the last trading year were £374,000, against £258,000 for the preceding year. Messrs. A. W. Gamage made a net profit of £54,300. Messrs. J. Lyons & Co. made a profit of £316,000 for the year, compared with £268,500 for the preceding twelve months.

The gross profits of Virol, Ltd., for the past year was £96,818, as against £101,816 for the previous twelve months, but the net profit, including £14,500 brought in, was £38,272, compared with £29,980 for 1916-17. The dividend was again at the rate of 12½ per cent. per annum.

The War Aims Committee have resolved to extend the system of Information Bureaux from London to about seventy of the biggest provincial towns. Mr. H. Simonis, hon. director of the Government Information Bureaux, 67 Fleet Street, E.C., would be glad to hear from any provincial newspaper proprietors who would be willing to co-operate by offering to provide kiosks with the attendants to look after them. The proprietors of *The Glasgow Herald* have offered to provide a number of kiosks in their offices in Scotland, and Sir Jesse Boot and Messrs. Thos. Cook & Son are increasing the number of kiosks already opened by them.

A provisional agreement has been entered into for the acquisition of the undertaking of the British Crown Assurance Corporation, Ltd., by the Eagle, Star and British Dominions Insurance Co., Ltd. The directors of the British Crown will form the Glasgow board of the amalgamated company. Speaking at the ordinary general meeting of the Eagle, Star and British Dominions Company lately, Sir E. Mountain referred to the remarkable success of the company's War Loan scheme, and said that never in the history of life insurance had there been such an advertising campaign as that with which the directors inaugurated it.

The fourth election of pensioners of the National Advertising and Benevolent Society will take place in October. Candidates for pensions must be advertising men upwards of 60 years of age, and widows of advertising men upwards of 50 years of age. Cases of incapacity (without respect to age) are eligible. The pensions amount to £26 per annum. Forms of application and full particulars can be obtained of Mr. G. Swindan 61 Fleet Street, E.C.4.

PICKING UP THE PILOT

"We are in the midst of the biggest hurricane known in history," said Smith. "But we can't slow down the good ship 'Business' to a dead stop, and stay where we are till the storm has passed. We must keep the engines going—in other words, we must keep on advertising—but we're on strange seas, and we need a pilot to take us into port."

"What about POOL'S?" said Jones. "For fifty years and more they've been piloting big ships in all kinds of weather. They know the safe channels. They know how to avoid the rocks and shoals of advertising. Yet, though old in experience, they are young in ideas. They know how to meet an unexpected situation . . ."

"Let's put up a signal, then," said Robinson. "With POOL'S at the wheel we shall weather the storm, and bring a rich freight into harbour."



CHARLES POOL & CO., LTD.

(The Personal Service Agency with over 50 Years' Experience)

180-181 FLEET ST., LONDON, E.C.4

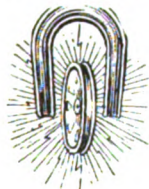
Telephones: City 1473-4.

Telegrams: 'Advexero,' London.

Memorandum

It MAY come to One Inch Single Columns in the Press—BUT—there are STILL the Trams and 'Buses left.

The British Electrical Federation Advertising Committee



Offers Spaces at the following Approximate Rates:

Sides	10 ft. × 20 in. ...	5/- per week
Ends	6 ft. × 20 in. ...	2/- " "
Corners	4 ft. × 20 in. ...	1/- " "
Dashes	2 ft. 6 in. × 20 in. ...	1/- " "
Hanging Cards	...	1 ft. 6 in. × 22 in. ...	1/6 " "

For further particulars and terms write to:

THE ADVERTISING MANAGER,

The British Electrical Federation, Ltd.
1 KINGSWAY, LONDON, W.C.2



Mr. Chairman and Gentlemen!

THE ALDWYCH CLUB

Mr. Asquith a Guest.

MR. ASQUITH was the guest of the Aldwych Club at a luncheon held at the Connaught Rooms, on June 14th. To hear his address there was an exceptionally large muster of leading public men and members of the Club and their friends. Viscount Mersey presided, and among those present were Viscount Cowdray, Viscount Midleton, Lord Inchcape, Mr. J. H. Thomas, M.P., Sir H. Dalziel, M.P., Sir Woodman Burbidge, Sir John Lavery, Sir Robertson Nicoll, Sir C. Stammer, Lord Blyth, Sir Vincent Caillard, Dr. Fort Newton, Mr. J. A. Spender, Mr. A. G. Gardiner, Mr. R. Donald, Sir J. Barran, and the Hon. Sir C. Russell, Bart. Mrs. Asquith was among the ladies in the gallery. The company which sat down to lunch numbered in all about 600.

Lord Mersey, in introducing Mr. Asquith, said the subject on which the ex-Premier would address them was that of "Commerce and Government," a subject which at the present moment was of the highest importance. When peace came many years would elapse before

they could say who was the winner of the war. The war would not be won by victories in the field or in the trenches. It was going to be won by a struggle for commercial supremacy which would be hard, long and many-sided. In that struggle the victory would be to the nation which could work the best, which could work the most intelligently and which had within its control the means to that end. In that long struggle their Government must play many parts, economical, educational and financial, and possibly in that connection they might hear once more the old words, "peace, retrenchment and reform."

Mr. Asquith, who was most cordially received, then spoke, and devoted himself in a deeply interesting speech to a review of the progress of the war and of the position in which the country was placed in regard to it, explaining that he did not propose to refer to the subject of commerce and government.

A vote of thanks to the Chairman and Mr. Asquith was proposed by Viscount Midleton.

"SAMMY IN BLIGHTY"

The Club to Offer Hospitality to American Soldiers.

A PROPOSAL has been made that the members of the Aldwych Club should offer such hospitality as it is in their power to extend to American soldiers, and especially to such as are engaged in advertising, who are staying in this country.

That was the eminently practical outcome of an address to members of the Debating Circle which was given by Mr. Max Pemberton on June 4th. The subject of Mr. Pemberton's talk was "Sammy in Blighty," and it was given up to explaining the steps which had been taken, largely through the instrumentality of Mr. Hannan Swaffer, of *The Weekly Dispatch*, and of Sergt.-Major Goulding, of the U.S.A. Army, to entertain American soldiers in England.

The chair at the meeting was taken by Mr. W. B. Robertson, who, at the close of the address, asked the members to give a practical turn to the question by suggesting how the Americans could be welcomed.

Mr. Arthur Chadwick proposed that the members of the club should offer hospitality, and eventually drafted his suggestion in the following resolution: "That a recommendation be made to the Committee of this Club that definite steps be taken to organise a scheme for the entertainment of American troops in this country, particularly those who are members of the advertising profession, and, further, that a Sub-Committee be appointed to deal with this matter."

Mr. C. F. Higham, in endorsing Mr. Chadwick's suggestion, said there were many advertising men in the American Army, and he thought a letter might be sent to the commanding officer of the U.S.A. camp at Winchester asking for the names of men engaged in the advertising business, and that the club, as such and as individuals, should entertain them, inviting the soldiers to their homes if possible.

Mr. Thomson Clark said the matter had already been considered by the committee of the club, and it was felt something might be done.

Mr. Holford Bottomley endorsed the suggestion of Mr. Chadwick and Mr. Higham.

The Chairman thought the American advertising men might be made honorary members of the club.

Mr. T. B. Lawrence pointed out that the objection to that was the food difficulty.

Mr. Sydney Walton, in proposing a vote of thanks to Mr. Max Pemberton, asked if the club could not pay a visit to the camp at Winchester. There might, too, be an American day lunch at the Connaught Rooms when hospitality could be offered to the American advertising men.

Mr. Thomson Clark seconded the resolution, which was carried with unanimity, and Mr. Chadwick's resolution was also heartily agreed to.

INDIA'S NEEDS

India imports vast quantities of goods.

India therefore is worth studying.

Make your specialities known to the Indian public and create the desire for them.

We will send you a plan of campaign.



*Advertising
Literature
prepared in all
Indian
languages.*



Alliance Advertising Association, Ltd.

INDIAN ADVERTISING SPECIALISTS,

Head Office : CAWNPORE, INDIA

Also at CALCUTTA and BOMBAY

To procure and secure
**TRADE
IN
IRELAND**

BELFAST

**"McCONNELL'S
KNOW IRELAND"**
—its potentialities for new
trade openings, the indi- **DUBLIN**
vidual merits of **MC**
its newspaper
media, and the
means of access to
its purse-strings.

The Irish Service Agency for
Creative work in Trade Promotion.

CORK **MC** **consult**

McCONNELL'S
ADVERTISING SERVICE

BELFAST **DUBLIN** **CORK**
15 Donegall Pl. | 6 St Andrew St. | 13 St. Mall.

*Signs to cover all your needs
Made and fixed by Oldham, Leeds*

Concerning Ensigns

WE all need a flag, an ensign, to which we can rally on occasions ; that is plain human nature. We don't know that anything really exists until we have got an easily recognisable and rememberable sign for it.

So the first thing you ought to give your business is a sign—a good one, the best that can be contrived, something that cannot possibly be overlooked or forgotten.

And that is where we can help you. Our experience in signology is unequalled in length and variety. Why not ascertain what we can do in your service ?

*J. OLDHAM (with which is incorporated Gawthorp's L'd.)
Sign Advertising specialist. Foot of York Road, LEEDS*

ANNUAL MEETING OF THE CLUB

THE ANNUAL meeting of the club members was held on June 10th at the club, Sir Hedley Le Bas presiding. The report of the committee for the year ending March 31st was of a very satisfactory character.

It showed that after allowing for depreciation there was a profit of £697 as against a profit of £117 for the previous year. There remained on revenue account a deficit balance of £3. The improved financial position of the club was due to the considerable increase in membership, which stood at 393 town, 74 country, and 86 with the Colours. The Masonic Lodge had, from a masonic and social point of view, attained a remarkable success. Sir Albert Stanley, President of the Board of Trade, had, at the invitation of the committee, consented to act as president during the ensuing year.

Without wishing to create a precedent, the committee felt that on the present occasion an opportunity should be given to other members to place their services at the disposal of the

club. Therefore, instead of four members retiring according to rule, they resigned in a body, but with the exceptions of Mr. F. E. Bussy, on active service, and Mr. John Cheshire, offered themselves for re-election. The report was approved.

Mr. Wareham Smith was appointed chairman in place of Sir Hedley Le Bas, who resigned. Mr. George Wetton had resigned the post of treasurer, but a very strong wish having been expressed that he should remain in office he was asked to continue to undertake the duties. Mr. P. J. S. Richardson was again chosen as hon. secretary.

The committee were chosen by ballot, which proceeded during the week following the meeting and resulted in the election of the following gentlemen: Messrs. R. E. Wright, V. J. Reveley, H. Thomson Clark, T. B. Lawrence, E. T. Nind, Marcus Smith, W. Bridge Collyns, W. H. Beable, George Sparkes, Robert Montgomery, Allan C. Rose and J. C. H. Macbeth.

IN THE PROVINCES

Burnham (Somerset).

The Advertising Association has received an anonymous and very welcome gift of £50 to assist it in its work of making known the attractions of this pretty little watering place. It is too often the fate of such associations to be cold-shouldered, even by those who derive benefit from their operations, and this token of appreciation is therefore the more valued.

Dublin.

Mr. W. E. Magill has resigned his position as advertisement manager of the publications of *The Freeman's Journal*, Ltd., and has commenced business on his own account at 13, St. Andrew Street, Dublin, as an advertisement consultant. Prior to his appointment as advertisement manager on the reorganisation of *The Freeman's Journal* group of newspapers early last year, Mr. Magill was on the advertisement staff of *The Irish Times* and was responsible for many of the special publicity features of that publication.

Consultancy practice in the Irish advertising field is a phase of professional advertising work hitherto undeveloped in Ireland. I understand that he has already secured a *clientele* embracing several of the leading city firms.

During the month a campaign to extend the purchase of National War Bonds was carried out in the leading Irish newspaper media, and as an auxiliary an extensive show card display in shop windows was also made. Page-wide by three-inch advertisements appeared in some of the dailies. The business was controlled by Messrs. Kenny's Advertising Agency.

In connection with the series of composite

pages, under the title of "Britain's Great Industrial Centres," which have been running in the *Daily Mail Weekly Overseas Edition*, Messrs. McConnell's Advertising Service was entrusted with the work entailed in securing the special Irish pages. So far two pages have been published in relation to the manufactures and industries of Dublin, and similar schemes are in hand for Belfast and Cork.

Amongst the Irish publications in which advertising scales have been increased are *The Belfast Evening Telegraph*, *The Northern Whig*, and *Irish Life*. Prospective increases are also in contemplation in the Cork area. Within the last two months the tendency has been to refuse anything like long series orders, in some instances six insertions being the maximum booked. In the matter of newspaper sizes some of the provincial journals are still astoundingly bulky, the time-honoured 8 pp. royal sheet being still in evidence by way of a *de luxe* war-time publication. *The Evening Herald* (Dublin) and *The Echo* (Cork) have been publishing two-page issues for some time, whilst *The Dublin Evening Telegraph* has become quite familiar by this time in its four-page folio format with eight pages on Saturdays.

Glasgow.

The directors of the Glasgow Chamber of Commerce have decided to utilise the cinema as a means of advertising Scottish manufactures, and to this end have made an arrangement with the Moving Pictures Exhibition of British Industries, Ltd. The directors of the company have granted permission for the production of a Glasgow Chamber of Commerce film.

ASSOCIATED RETAIL ADVERTISERS

34 ESSEX STREET
IN THE STRAND
LONDON W.C.2



The A.R.A. is a "combine" of enterprising Retail Traders, retaining the services of Associated Artists and Advertising Experts to design and produce their advertising on a Co-operative basis. The A.R.A. does not act, even in an advisory capacity, for firms competing with those who retain their services.

Membership of the Association and the services of its staff can be retained for a few shillings per month: which need not be added to your advertising cost; A.R.A. advertising "brings all the money back"

For full details and terms, write now, on your business heading

A Member of the A.R.A. wrote voluntarily:—

"It is a pleasure for us to entrust this work to you, as we know from past experience that the tone of the copy will be such, that the advertisements we now require will be real business bringers."

OFFICE FURNITURE



**SAFES
TABLES
DESKS
CHAIRS
VERTICAL FILES
TYPISTS' TABLES
ROLL-TOP DESKS**

**LARGEST STOCK IN LONDON,
SECOND-HAND AND NEW.**



Johnson, Taylor & Co. LTD
BANK & OFFICE FURNISHING
DECORATORS & SIGNET ORNAMENTAL
"Su-Tall" Corner:
Fore Street London E.C.

PLEASE APPLY FOR LIST OF SECOND-HAND FURNITURE AND ASK FOR CATALOGUE N°44

WHICH is the heavier

**a pound of feathers
or a pound of lead?**

In reply to this childish conundrum, the answer, in the majority of cases, was "the lead." This equally applies to waste—but with the difference that properly and closely baled waste fetches the highest price. Baling minimises fire risks, makes weighing and handling easier, and the bales occupy but little space. The best available Baling Press to-day is

The Croftbank "Popular" Baling Press

and this type is the most suitable for firms handling up to 10 cwt. of waste weekly. It is made of best selected seasoned timber, clamped with strong iron bars and fittings, and is completely "Fool - proof." It only measures 4 ft. 8 in. and occupies the small floor space of 25 in. × 22 in.

Price, complete with 50 wires,

£5 15s. Od.

IMMEDIATE DELIVERY FROM STOCK

Please write for Booklet "B" to

J. ALLAN HANSON & SON
(A. COLLIN HANSON)
CROSS STREET, OLDHAM

Agents Wanted where not already represented.

The A.W. Professional Bureau

This Bureau will furnish employers (free of charge) with full particulars of the qualifications and experience of suitable men or women for any position they have vacant.

Address for Letters :

The "A.W." Professional Bureau, Sardinia House, Kingsway, W.C. 2. Telephone : HOLBORN 2269

SITUATIONS WANTED

Artist and Designer. (B. 62)

Position wanted in managerial capacity. Experience in publishers' offices and studios. Expert knowledge of process work. Two years in South American agencies as manager. Just left Army. Age 33. Salary £600.

Advertisement Assistant in Newspaper Office. (B. 57)

Young lady with agency and drapery advertisement department experience. Can make up advertisement pages and understands checking and booking. Could assist as canvasser. Age 24. Salary £3.

General Advertisement Writer. (B. 56)

Five years' successful management for a well-known mail-order business, designing all advertisements and writing all form letters, producing catalogues, etc. Edited an engineering house organ, and organised many campaigns for various firms in the provinces. Prefer offers from London or Home Counties. Salary £250.

Copywriter and Journalist. (B. 54)

Lady with sound experience wishes to employ part time in advertisement copywriting; can produce good selling ideas. Has specialised in write-up copy for railway, book publishers, etc. Salary by arrangement.

Indian & Colonial Advertising

Expert Advice from Personal knowledge of Markets and 60 years' experience.
WRITE FOR PARTICULARS.
D. J. KEYMER & CO.
9 WHITEFRIARS STREET, LONDON
Telephone No.: 6310 Holborn.

ADVERTISING
COUNSEL

A SUBSTANTIAL FIRM OF PRINTERS and Advertising Agents, reliable and up to date, are prepared to take over the entire control of the advertising to a well-established journal or magazine on a commission basis. Well-equipped staff and competent canvassers.

Write Box "COMMISSION," A.W. Office.

Lady Copywriter

(B. 61)

Good experience in publisher's office. Capable literary writer; has produced excellent film copy, also book catalogues, etc. Can take up position at once. Salary £175.

Lady Advertisement Manager (B. 59)

At present holding that position in one of the largest American stores. Wants similar position in London. Coming to England end of year, or before if necessary. References on application to "A.W." office.

Lady Copywriter and Designer.

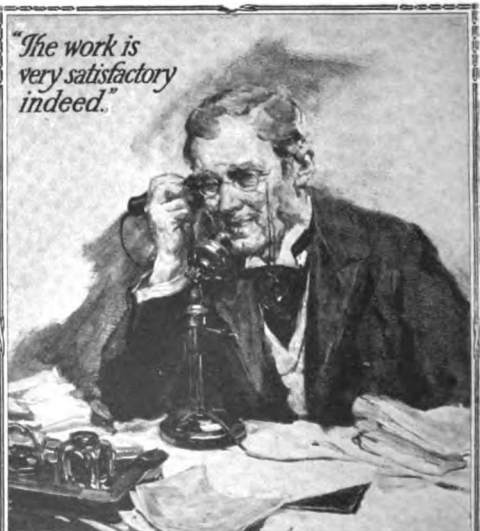
(B. 60)

Practical experience in agency lay-out work. Open for such a position. Can write appealing copy to the war worker and on the special needs of the home life of to-day. Salary £200.

SITUATIONS VACANT.

Box "Manager."

An Advertising Manager wanted for old-established trade journal. Good salary for first-class man.



That's the kind of message 'G&A' Blocks enable you to get. Good Half-tones - black, dupe & three colour. Good Line Blocks - black & colour. Good Designs. Blocks & Artist Work done well mean satisfaction to your customer and to you. Send us your next order.
GARRATT & ATKINSON, Blockmakers, EALING, London W.

The PRESS ETCHING & LIT
12 WINE OFFICE COURT, FLEET ST. LONDON, E.C.4

SKETCHES, PHOTOGRAPHS,
Half-ton, Line & Colour Blocks
Produced
all
in
one
step

**Our
Famous Blocks**

are
Within your range!
**Use
them**

"EFFICIENCY"

Telephone:
Holborn 2907

Telegrams:
"ColloTYPE"
London

HOWAT comes to London

The number of Mathers' Scotch Fish Cakes sold in Glasgow and District exceeded ONE MILLION a day in a few months.

The HOWAT Advertising Service evolved and carried out the campaign.

Messrs. Mathers instructed Howat to carry the campaign into London

—and so Howat opened an office

—at **Granville House**
3 Arundel St. Strand, W.C.2

He invites your enquiries there

His telephone number is City 6914
Also at Atlantic Chambers, 45 Hope St., Glasgow

SPLENDID OPPORTUNITY

for Advertising Men
and Women

LEARN to write advertisements NOW and be prepared for the big push in publicity in connection with the reconstruction of business now in actual preparation. Students trained by this, the oldest and most successful school in England, easily earn £5 per week.

Write for particulars to the Secretary,
THE DIXON INSTITUTE OF ADVERTISING
195, Oxford Street, London, W.1

MEDALS AND BADGES.

Designs and Estimates submitted free for any kind of Metal or Enamelled Badges, Silver and Gold Medals, Souvenirs, etc., etc.

OUR DESIGNS & VALUE ALWAYS THE BEST

AN ARTISTIC BADGE CAN BE USED AS THE "BACKBONE" OF AN ADVERTISING SCHEME

THOMAS FATTORINI
Badge Manufacturer, **BOLTON**

ALSO AT BIRMINGHAM, LONDON AND SKIPTON

Monthly

1/-

640 pages

THE

LONDON TIME-TABLE

AND RED RAIL-GUIDE (ABC)

FITS THE POCKET IN SIZE AND PRICE

The cheapest, best and handiest Railway Guide ever published. The best advertisement medium of its kind extant. Send for copy.

General Offices: **Hampden House, 84 Kingsway, London, W.C.2**

Monthly

1/-

640 pages

Special Features:—Steamship Guide, Bus Services, London Stores, "Where to Stay" in Town and Country, Leading Health and Holiday Resorts.

The A.W. Information Bureau

This department of *The Advertising World* exists for the sole purpose of assisting subscribers, by giving them disinterested and FREE information upon any subject connected with advertising.

SOME OF THE ENQUIRIES ANSWERED THIS MONTH.

FROM AN IMPORTANT MANUFACTURING AND EXPORT FIRM. We shall be much obliged if you could give us the names of first-class agents able and willing to undertake our advertising.

The Military Service Act has occasioned us the loss of our advertising manager, and we find it necessary to look around to replace his services.

We have come to the conclusion that both now, and in preparation of post-war propaganda, it would be well to enlist the services of a capable agent.

Without any personal knowledge of these concerns, from a careful study of the high standard of craftsmanship in their Press advertisements, we are inclined to think that we might be suited well with Messrs. —, the —, the —, or —.

We would esteem your advice before we get into touch with any of the above-named concerns.

FROM A PROVINCIAL ADVERTISEMENT MANAGER. We want a 3d. or 6d. article to sell for a flag day; also give us the address of home or institute where we can obtain floral designs in five or ten-thousand lots.

FROM A SIGN AND WINDOW DISPLAY SPECIALIST. Will you give us the address of firms who can make and supply model motor-cars for window display, also makers of metal novelties?

FROM AN AUSTRALIAN SUBSCRIBER. What is your candid opinion of the — course of salesmanship and advertising?

FROM A DUTCH SUBSCRIBER. We intend placing some patent medicines on the English market when the war is ended. Please give me information as to the media in which to advertise. Which trade papers, daily newspapers, weeklies and monthlies could you advise us for this purpose.

Advertisers' Wills.

Sir John Gardiner Nutting, managing director of Messrs. Edward & John Burke, Ltd., of Dublin, Liverpool and New York, left personal estate to the value of £778,081, of which £502,882 is in England. Messrs. Edward & John Burke, Ltd., are the distributors throughout America of Guinness's stout and other lines selling through the licensed dealers.

Mr. James Wann, of Messrs. T. B. Browne, the well-known advertising agents, of Queen Victoria Street, London, left estate to the value of over £58,000.

Mr. William Paulden, managing director of Messrs. Paulden, Ltd., drapers, Manchester, left estate to the value of £501,566. Mr. Paulden built up a huge department store in what was, when he commenced business, a suburb of Manchester.

"The Leeds Mercury."

We offer our congratulations to *The Leeds Mercury* on the celebration of the 200th anniversary of its foundation in May, 1718. There was a suspension of publication for a few years in the middle of the eighteenth century, but otherwise there has been no break in its production. The first issue was a sheet of twelve quarto pages, containing in all about five thousand words. In its early days the paper had a good many vicissitudes and was under several ownerships. Then, in 1794, when its fortunes were at a very low ebb, it passed into the

possession of Mr. Edward Baines, a young printer from Preston, and a very able man of business. He soon made of it a success. The paper remained in the family till 1901, when it was purchased by Messrs. Leicester and Harold Harmsworth. *The Mercury* became a daily in 1861.

The Morecambe Advertising Committee, whose action has been approved by the Town Council, have resolved to do practically no advertising this year, and their decision has been arrived at on the plea that it would be impolitic to increase the rates. This resolution has naturally been received with much disfavour by those dependent more or less for their living on the popularity of the town with visitors, many complaints having been made. Roughly speaking, the £300 which is to be saved thereby means a penny rate.

A writer in *The Morecambe Times*, regretting the decision of the committee, observes that "some of the leading daily papers by enormously increasing their charges have made advertising with them almost prohibitive. There are other valuable newspaper circulations that can be utilised. We hold to the belief that pound for pound more results can be attained from advertising the town in sound weekly newspapers."

If the committee will not advertise, why should not the hotel and boarding house keepers and the business men raise a fund for the purpose? Judiciously expended the outlay would be well repaid.

THE VOLUME OF ADVERTISING

AN ANALYSIS of the advertising carried by various London daily, evening and weekly journals during May, 1918. For the purpose of the following computation the advertisements were divided into two classes: Display, in which are included all general, trade, financial and prospectus announcements; and Classified, in which are included all advertisements set in the classified types of the respective papers. It must be understood that while we exercise all possible care to ensure the accuracy of these figures we cannot guarantee that they are absolutely correct.

THE LONDON DAILY NEWSPAPERS—(Columns)																			
Date	Times (including supplements)		Telegraph		M. Post		Graphic		Daily Mail		Mirror		Daily News and Leader		Express		Chronicle		Daily Sketch
1918	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.
May	529	436½	415½	744½	176	481½	247	78	216	13½	53	—	281½	24½	183½	46½	128½	306½	52
Width of Columns: Times, 2½ ins.; Telegraph, 2½ ins.; M. Post, 2½ ins.; Graphic, 2½ ins.; Daily Mail, 2 ins.; Mirror, 2½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 2½ ins.; Daily Sketch, 2½ ins.																			
Lengths of Columns: Times, 2½ ins.; Telegraph, 2½ ins.; M. Post, 2½ ins.; Graphic, 2½ ins.; Daily Mail, 2 ins.; Mirror, 2½ ins.; Daily News and Leader, 2½ ins.; Express, 2½ ins.; Chronicle, 2½ ins.; Daily Sketch, 13½ ins.																			

PROVINCIAL NEWSPAPERS—(Formerly Halfpenny) (Columns)

Date	Liverpool Echo			Northern Echo, Darlington			Sheffield Independent			North Eastern Daily Gazette			Daily Dispatch			Irish Independent			Northern Daily Telegraph			Yorkshire Telegraph and Star		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1918	67½	113½	337½	107½	148½	122½	82½	133½	169½	112½	132	204	145½	14½	28½	96	205½	92½	59½	113	83½	114	75	147½
May																								

Sizes of Columns:—Northern Echo, length 22½ ins., width 2½ ins.; Sheffield Independent, length 22 ins., width 2½ ins.; Irish Independent, length 22 ins., width 2½ ins.; Northern Daily Telegraph, length 21 ins., width 2½ ins.; Yorkshire Telegraph and Star, length front page, 21 ins., inside 23 ins., width 2½ ins.

* Including Auctions.

PROVINCIAL NEWSPAPERS—(FORMERLY PENNY) (Columns)

Date	Bristol Times and Mirror			Glasgow Herald			Sheffield Daily Telegraph			L'pool Post and Mercury		
	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small	National Display	Local Display	Small
1918	87½	84	257	151½	445	346½	92	94½	230½	72½	183	220
May												

Sizes of Columns: Bristol Times and Mirror, length, 24 ins., width, 2½ ins.; Glasgow Herald, length, 24½ ins., width, 2½ ins.; Sheffield Daily Telegraph, front page, 21 ins., inside, length, 23 ins., width, 2½ ins.; L'pool Post and Mercury, front page, 21 ins., inside, length, 24 ins., width, 2½ ins.

EDITORIAL NOTE.—In view of the shortage of paper, and the consequent severe limitations in the number of advertisements which the newspapers can now accept, we feel that a record of the amount of advertising carried by them day by day affords no true criterion of the relative popularity of the various daily papers as advertising media. We intend, therefore, until the situation again becomes normal, only to publish the totals for the month for the dailies—mainly that the condition of affairs during wartime may be on permanent record.

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending		London Opinion	Tit-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show	London Mail.
May	11	8	5½	4½	5	5	Full	8½
	18	9	5½	6	5	5	Full	8½
	25	8	5½	6	2	4½	Full	8½
June	1	9	5½	5½	2	4½	Full	8½
	8	3	5½	5½	2	5	Full	8½
Total ...		37	25½	27½	16	24½	45½	40½

THE ILLUSTRATED WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES)

Week ending		Country Life	Ladies' Field	Bystander	Tatler	Land & Water	Graphic	Sphere	Field	Punch	Illustrated London News	Sketch	Queen	Every week
May	11	47	38	28	18½	17½	14	14½	16	Full	11½	19	22	5½
	18	39	20	28	18	18½	14	12½	16	Full	11½	19	27	5½
	25	44½	24	28	18	19½	14	12½	17	Full	11½	19	22	5½
June	1	43½	20	28	19	18½	14	12½	15	Full	11½	19	33	12
	8	41½	24	28	18	19½	14	12½	18	Full	11½	19	25	12
Total		215½	126	140	91½	93½	70	64½	82	76	57½	95	129	40½

THE SUNDAY NEWSPAPERS—(COLUMNS)

Date	Observer		Sunday Times		News of the World.		Lloyd's		Dispatch		People		Reynolds's		Sunday Chronicle		Empire News		
	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	D.	C.	
May	5	19½	4½	23½	5½	2½	1	10½	4½	9½	½	7½	5½	16½	2½	9½	½	10½	-
	12	19½	4½	24½	4½	2½	1	9½	5½	9½	½	6½	6½	15	3½	2	-	2½	-
	19	18½	5	22½	6	No advertisements to be carried until further notice.		10½	4½	4½	½	6½	5½	6½	3½	1½	-	2	-
	26	18½	5	24½	4½			10½	4½	4	½	5½	6½	7	3	2	-	2	-
Total		75½	19½	94½	20	5½	2	40½	19½	27½	2	25½	24½	45½	12½	15½	½	17	-

WIDTH OF COLUMNS: Observer, 2½ ins.; Sunday Times, 2½ ins.; News of the World, 2½ ins.; Lloyd's, 2 & 2½ ins.; Dispatch, 2½ ins.; People, 2 ins.; Reynolds's, 2½ ins. LENGTH OF COLUMNS: Observer, 22½ ins.; Sunday Times, 22 ins.; News of the World, 22½ ins.; Lloyd's, 19½ ins.; Dispatch 22 ins.; People, 18 ins.; Reynolds's 24½ ins.

THE POPULAR MONTHLIES—JUNE.

(DISPLAY AND CLASSIFIED—PAGES). Special Note—Insets are not included.

Date	Strand	Cassell's	Quiver	New Mag.	Review of Reviews	Nash's	Woman at Home	Pearson's	Windsor	Wide World
June	35½	32½	26	28	12½	3	17½	11	42½	15

Date	Connoisseur	World's Work	English Review	Royal	Grand	Novel Mag.	London	Captain	Coming Fashions	Lloyds
June	52½	19	15½	11	16½	10½	3	10½	31½	28½

THE LONDON EVENING NEWSPAPERS—(COLUMNS)

Date	Evening News		Westmins'r Gazette		Pall Mall Gazette		Globe		Star		Evening Standard	
May	D. 207½	C. 20½	D. 162½	C. 58	D. 294½	C. 78½	D. 137	C. 45½	D. 107½	C. 25½	D. 136½	-

WIDTH OF COLUMNS: Evening Standard, 2½ ins.; Westminster Gazette, 3½ and 4½ ins.; Pall Mall, 2½ and 2½ ins.; Globe, 2½ ins.; Star, 2½ ins.; Evening News, 2½ ins.

PYTRAM

the most wonderful material for trade marks, figures, showcards, etc. Shop displays in "**Pytram**" are the cheapest and most successful advertising and save the use of paper; it is practically indestructible. Finished



in natural colours, full of life and expression. We will send photos and suggestions on application.

YOU must have heard of D.-W. WINDOW DISPLAY SALESMANSHIP. It will cost you nothing to enquire what D.-W. can suggest for your business.

As manufacturers of every variety of showcard and advertising novelty, and as sales organisers and sole distributing agents for **The "Pytram" Manufacturing Co.** and **The Permo Co.**, Drummond-Walker can give you better service than any other house at present in business.

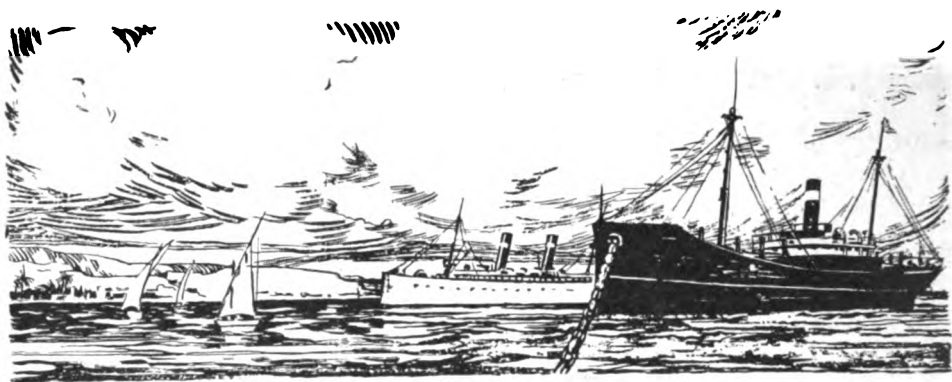
Give your customer a "**Pytram**," model for his window. A large model in the round is always more attractive than a flat picture. If it must be the latter, then have it "Permonised," and for an extra first cost you will save money, as "Permonised" showcards, in addition to being more pleasing to your customer, are practically everlasting. *Write us, and write us now.*

Do you know
what
PERMOID is?

IT IS A PROCESS
for making showcards
permanent, durable,
unbreakable, and as
washable as glass.
We have in stock a
lot of pocket advertisement
novelties,
useful and attractive.
Ask us what we
can do for you, and
write for samples.

Drummond-Walker & Co.
63 Queen Victoria St., London, E.C.4

'Phone: City 5134.



The Bower Anchor of British Trade

is the Indian market with its three hundred million purchasers of all kinds of commodities. India is by far the largest overseas buyer of British manufactures.

The Christmas number of "The Times of India" admittedly presents the finest opportunity of the whole year in this market. It has created

A RECORD IN CIRCULATION

never yet attained by any other Indian publication—daily, weekly, monthly or annual. Apart from its usual features of literary and pictorial art and printer's craft in line, wash and colour work, the 1918 issue will contain original verse by

THE POET LAUREATE

A Study of Russian Life by

H.H. THE AGA KHAN

and a new story by

ROBERT S. HICHENS

the great portrayer of the romance and glamour of Eastern Life.

Advertisers, verb. sup.!

Send enquiries for space NOW

The Times of India

ILLUSTRATED WEEKLY

Christmas Number

99 SHOE LANE - - LONDON, E.C.4

'Phone: Holborn 5983.



THE BRITISH MARKET

*A Guide and
Directory*

*for Overseas
Advertisers*



THE ADVERTISING
WORLD

THE VALUE OF ADVERTISING—MORAL AND MATERIAL



THE rulers of Germany, and those who are their ministers in an enslaved Press, are desperately put to it in these days to show that the entry of the United States of America into the ranks of their enemies has no moral and material value. On our side we can find glorious material for encouragement in the fact that the greater part of German Press opposition to America to-day is not aimed

at its efficiency, but is trying to deny its existence. On a larger scale we have once more a campaign similar to that which the "contemptible little British Army" so triumphantly exploded.

The British Army, German readers were assured in 1914, had no real existence. Yet it happened in the way of German aggression in Flanders and blunted the spear-head of an attack that has so far not been able to attain in four years the objectives it was supposed to reach in less than four months.

By those few despised divisions, let it never be forgotten, the German war machine was given a jolt which has ever since prevented its running as pre-arranged.

In the commercial campaign that has already opened and will only become obviously serious when peace has been declared, the same attitude of mind on the part of the Hun enemy is clearly discernible. The Government of Germany, and the commercial interest subservient to it, have for a long time been pretending as hard as they have been able to pretend that the opposition before their manufacturers and merchants in the markets of the world is contemptible; that they must win because they have nothing to beat.

Here are two quotations from papers which in circulation and influence have no seconds in Germany, to which our attention is called by our American contemporary, *Printer's Ink*.

From the Berlin "Tageblatt," April 26th, 1918.—"If the despised Yankee nation think they are going to win the war and force Germans out of foreign markets there is nothing to indicate this sentiment in their local and foreign advertising. Many of their advertising agencies have closed their doors through lack of patronage. Their much talked-of captains of industry have cancelled advertising contracts everywhere. Germany and German merchants have increased their advertising space in neutral markets and at home. It pays to advertise in war as well as in peace. The far-seeing merchant never stops advertising."

From the Berlin "Lokal Anzeiger," April 20th, 1918.—"Nothing is more acceptable to the German nation than to note the fact that the North Americans have abandoned advertising their goods in practically all of the foreign markets. In the Latin-American publications, the markets which they have always tried hardest to acquire, there has been a heavy loss of advertising. A prominent Buenos Aires agency announces the fact that 83 per cent. of their United States advertisers have cancelled their contracts. This is also true in the Orient, and a careful compilation of the decrease in advertising there shows a greater depreciation than in South and Central America. In the United States itself there is not a paper which has not suffered a loss in its advertising lines, and that despite the fact that the last year showed an increase in the millionaire class of 973 individuals. In other words, the war has terrorised the American nation, but not the Germans, for a perusal of their periodicals will show that manufacturers still advertise even if they have not the goods to deliver, but with the idea of keeping their name before the public."

This is amusing, but it is also instructive. In all essentials the argument thrust forward by these officially-fathered paragraphs is as true as the arguments that comforted timid Germans in 1914, when it first became apparent that such "contemptible" opposition as Great Britain was able to offer would be found in the path of the blood and iron followers of Attila.

If the leaders of German industry and commerce are so gullible as to swallow the pabulum here provided for them so much the better for their rivals of this country and its Allies. It is, from the point of view of ourselves and our friends, on all grounds to be desired that our enemies should hypnotise themselves into the belief that the opposition they will have to meet in the world's markets after the war need not be taken seriously. Those who undervalue their opponents either in the business of war or the war of business are assuredly riding for a fall.

Of course it is for us to see that there is no justification for the enemy's self-congratulation.

It is perfectly true that the advertising of German commodities is now being carried on wherever possible with a courage and perseverance which, in the circumstances, cannot but be accounted admirable. It will have to be countered by an equally bold and more intelligent use of the weapons which organised publicity alone places at the disposal of commercial combatants.

Fortunately we and our Allies are doing much more in this



JOHN BULL

takes no
HOLIDAY
in its work of selling reliable goods to millions of the British public.

ADVERTISEMENT RATES

4 cols. to page (each $12\frac{1}{2}$ ems wide)
at £9 PER INCH, single column.

5 cols. to page (each 10 ems wide) at
£70 per column or £6 15 0 per inch.

PHILIP EMANUEL
Advertisement Manager
ODHAMS, LIMITED
85-94, LONG LACRE
LONDON, W.C.2.

* Telephone No.: Gerrard 9870 (seven lines)*

direction than our enemies will permit themselves to credit ; and the badwill which they have been so industriously creating for themselves in every civilised country the world over is a factor so heavily in our favour that, even apart from our own efforts, we could hardly fail to reap a rich advantage from it.

Unless the unbelievable should happen, and the end of the war should find a victorious Germany able to impose its will upon the rest of the world in every department of human activity, the rosy future pictured by such German writers as those quoted for the benefit of their despairing "business" readers will assuredly be painfully falsified by the event.

Nothing seems more strange to onlookers than the apparent inability of highly educated and presumably intelligent Germans to understand that the long list of crimes and outrages for which both the German Government and the German people must be held responsible have occasioned more than a transient antagonism towards them on the part of those who have suffered at their hands.

They will learn what it means to sow as they have sown, during long years of bitter harvesting in time to come.

DISTRIBUTION IN GREAT BRITAIN

**From mental notes of an Interview with Mr. L. O. Johnson,
Governing Director of a Distributing House handling many
of the best-known American Specialities in the Grocery,
Chemists' and Hardware Trade in Great Britain.**

"WHAT SHOULD be the *first* move of an American who is out to secure effective distribution in the British market ?" we asked Mr. Johnson.

"It should be to make up his mind as to what policy he will pursue," was the reply.

"There are two chief moves open to the newcomer.

"(1) He may establish his own selling organisation.

"(2) He may market his goods through a recognised well-organised distributing house.

"Which is the right move depends upon circumstances. The first method has certain obvious disadvantages. It calls for the outlay of considerable capital. The organisation has to be built up, a staff of travellers engaged, and usually some considerable time elapses before the machinery is in full working order. A good deal of the

attention of the manager is diverted from the business of selling to details of distribution machinery ; his energies are dissipated. Whilst this method is undoubtedly particularly suited to a house handling a speciality such as a typewriter, watch, fountain pen, or line of this character, it has not proven a good practice in handling lines selling through a large number of trade retailers such as grocers, chemists, etc.

"The second method is more generally useful. A distributing house organised on the right lines does not handle any line which in its opinion is not likely to meet with a degree of success. Its own reputation is bound up with that of the goods it distributes. It does not handle competitive lines, and is particularly careful to keep its several propositions distinct. In our own case, for instance, we keep our travelling salesmen trained in handling



Prepare NOW for AFTER-WAR TRADE

Most of the Allies' misfortunes are undoubtedly due to lack of preparation before the War.

This is an object lesson to business men. The wisdom of being prepared for every emergency cannot be gainsaid.

The War may end at any time,—are you ready to take full advantage of the world's markets when this long-looked-for event occurs?

Have you secured the services of a Publicity Agent with years of world-wide experience of Advertising and Trading Conditions to look after your interests immediately Peace is declared? If not, you should communicate at once with

W. L. ERWOOD, LTD.

Established 1890.

*International Advertising Specialists and
Commerce Promoters*

30, 31 & 32 FLEET ST., LONDON,

Telephone: Holborn 1193 ENGLAND

Telegrams and Cablegrams:
"Banningad, Fleet, London"

special lines. In no case would we have a man calling on the grocers and chemists at one and the same time. It looks as though it might be done, with a saving of money and labour, but it cannot. Each of our travellers is experienced in selling a particular class of goods to the particular class of dealers handling such goods.

"We make it our aim to deal with the distribution of the goods of an individual manufacturer exactly in the same way as though the organisation were his own. Our commodity is experience, and our established goodwill with the wholesale and retail traders. We have to offer to our clients an accumulated experience of twenty-nine years' dealing with the retailers whose goodwill he requires for the success of his campaign. That is what I mean when I say that the distributing agent of standing is a factor that no advertiser in a new market can afford to neglect.

"American manufacturers usually find it somewhat difficult to distinguish between the functions of a wholesale house and a distributing house. Here is a rough picture which will give him what he needs. The wholesaler (corresponding to a jobber in America) usually handles some hundreds of lines branded and unbranded. His travelling staff represent the house rather than any particular manufacturer. But in the case of a distributing agency they represent the goods, not the house. This is a capital distinction.

"What is in general the easiest way to secure the goodwill and friendly interest of 'the trade'—both wholesale and retail?" was our next query.

"In the case of our organisation—I

have to talk from my own knowledge," said Mr. Johnson, "you will remember that for twenty-nine years we have been dealing with the wholesalers and the retailers in several different trades. Naturally our reputation with them stands high. They know that we should not risk our reputation on any line that we could not stand behind, and we invariably find the trade lend a willing ear to any new proposition put up by our travellers."

"What are the mistakes most easily made in these two particulars?" was our next question. Mr. Johnson had no difficulty in indicating them.

"The commonest mistake made by American firms operating through their own organisation in this country is to regard the population of the British Isles just as 48 million people with similar tastes and habits to those at home. What is right in America is not always right here. Indeed, the conditions are so totally different that to embark on a campaign without a thorough knowledge of such conditions is fraught with great danger. Another common mistake is that of overstocking the dealer; and still another is that of making exaggerated statements as to prospective demand for the line.

"In the majority of cases where an American manufacturer has failed to market his goods successfully in this country the failure could be traced to one of these causes."

"Does a strictly standardised price affect distribution at the outset?" we inquired.

"Standardised prices," was the answer, "add prestige to the goods and give confidence to both trader and consumer. Certainly a fixed selling

(Continued on page X.)

Mr. L. O. Johnson is Governing Director of Messrs. Fassett & Johnson, Ltd., a firm established twenty-nine years ago. They represent among others in this country Seabury & Johnson (plasters and surgical dressings), California Syrup of Figs, Angier's Emulsion, Sloan's Liniment, Mennen's Talcum Powder—selling through chemists and druggists; Diamond Dyes, Sapolio, Liquid Veneer—selling through the hardware and ironmongery stores; Grape Nuts, Post Toasties, Postum Cereal, Tabasco, etc., sold through grocers.

The
Sunday
Newspaper

Sunday Times
1822

THE BIG

1. ENTERPRISE

COLUMBUS had enterprise. But for that he would never have discovered America. All good advertisers have enterprise—that is why they are always discovering new and profitable markets for their goods and new routes by which to reach them.

The advertiser who has not yet discovered the full purchasing potentialities of the North-East Coast and Sheffield and Birmingham areas by the only sure means—the Big Three newspapers—has before him a splendid opportunity both of showing enterprise and proving that it pays.

They do not have to take a big chance, as Columbus did, for they have the experience of the most astute of British advertisers to guide them. These are all consistent users of space in the Big Three.

London Office: 17 Bouverie Street, E.C.4.

'Phone: 5107 City.



ENTERPRISE

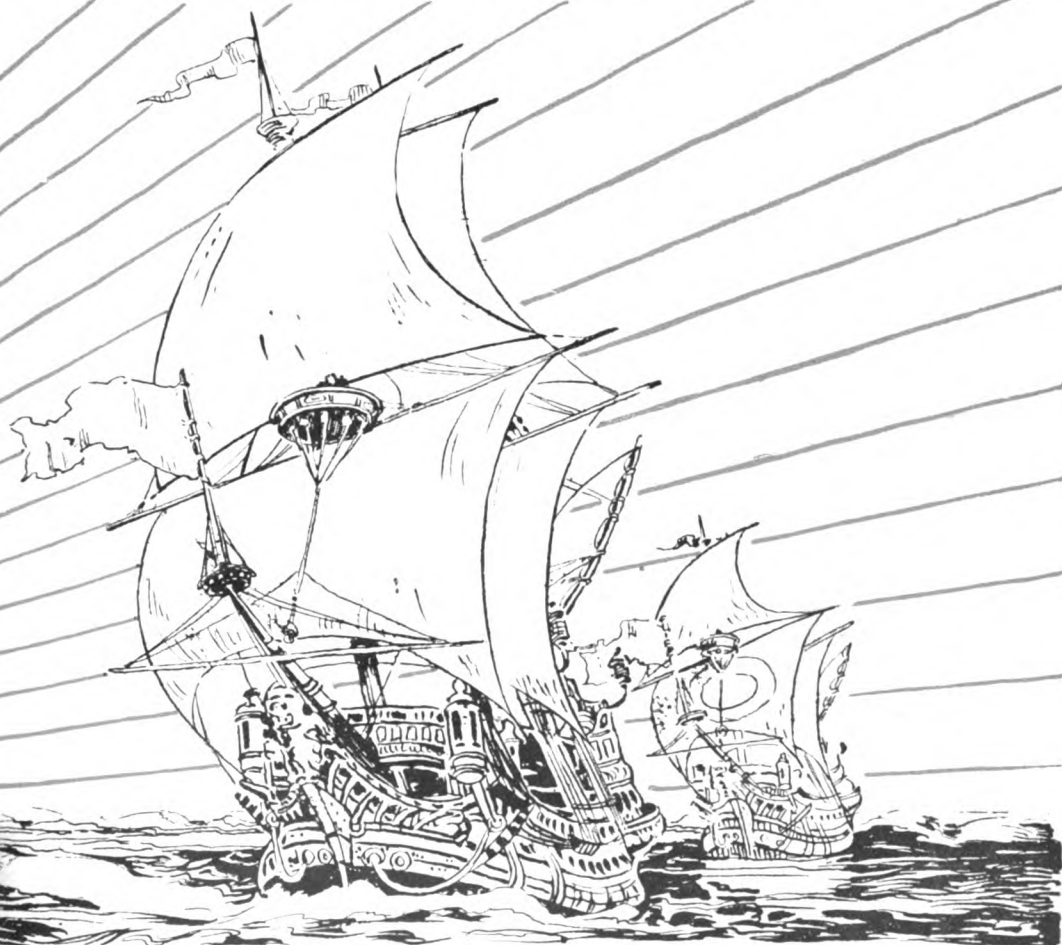
VIII

PUR

June, 1918

THREE

**The Northern Echo
The Sheffield Independent
The Birmingham Gazette**



POSE

June, 1918

ENDURANCE

Digitized by Google

IX

price does not make it any more difficult to secure distribution."

"Is it necessary to create demand before the retailer can be induced to stock?"

"No. We find dealers are usually quite ready to give trial orders. Our travellers have special instructions not to overstock them or to exaggerate the demand which may be created by an advertising campaign planned to sell the goods. Immediately the majority of the trade have been interviewed the national advertising campaign can commence. Then we usually divide the country into sections, and concentrate all efforts by an intensified campaign on one area at a time, thus linking up house-to-house distribution of samples—where such methods are used—poster campaigns, local press advertising, etc., etc."

"So you don't think it wise to overstock the dealer with a view to his making special efforts to clear the stock?"

"No!"—Mr. Johnson was emphatic—

"our experience is altogether opposed to this method. We, of course, who are aware how much the retailer can do by a special effort, are firm believers in window displays and know the value of a special show within the shop. But the geographical conditions in this country are such that the dealer can invariably replace his stocks at a few days' notice—in some cases in a few hours—and both we and our travellers can judge by past experience the amount of stock of a given line that the retailer can judiciously carry."

"Do you favour trying out a line in a small area?"

"This can be done, but with us it is really not necessary. We have proved that modest but sufficient distribution can be effected before the demand is created. We own the confidence of our dealers, and we are careful to conserve it. It is, however, quite a good plan to concentrate on area by area until the whole country has been covered by intensive campaigns."

The Graphic

IS GREAT BRITAIN'S LEADING ILLUSTRATED WEEKLY.

IF you have a good sound article that you wish to bring before readers in Britain, there is not a finer or better publication than the "Graphic"—the high-class illustrated weekly which has been testified by advertisers to have the finest pulling power.

RATE—340 dollars per page.

Send for further particulars to **GEORGE SPARKES**, *Director of Advertising*, Tallis House, Tallis Street, London, E.C.4

JOHN HADDON & CO.

INTERNATIONAL ADVERTISING

Established in the City of London 1814

SALISBURY SQUARE, LONDON, E.C.4

And at *CAPETOWN, SYDNEY, BUENOS AIRES*

A BRITISH - AMERICAN ADVERTISING SERVICE

To assist English manufacturers in developing American trade, and to help American enterprise build British business, we have maintained for many years an International Advertising Company with offices in London and Chicago. We are entrusted with the advertising of leading manufacturers of

Arms and Ammunition.	Motor Cars and Tyres.
Powder and Explosives.	Power Pumps.
Adding Machines.	Wearing Apparel.
Bedsteads.	Electric Batteries.
Fountain Pens and Type-writers.	Iron and Steel Products.
Office Requisites.	Patented Process Roofing, etc., etc.

We have acted for such manufacturers for a great number of years—and the list is steadily increasing.

One of our oldest and most esteemed clients recently wrote :—

"Of one thing I am convinced that steady work, maintained with high integrity of purpose, does more than anything to establish and maintain commercial success.

"For over 25 years my firm and your own have done business together, and I have never found these essential qualities wanting.

"You are to-day in entire charge of our Press Advertising, and I sincerely hope that our pleasant business relations may continue for very many years to come."

Consultation and service in either London or Chicago is equally at the disposal of the manufacturer who seeks it.

THE LINK of good SERVICE

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING

CONWAY BUILDING, CHICAGO, U.S.A.

Directors :

J. ROLAND KAY
WALTER HADDON
H. EVAN SMITH

"Can you describe mistakes that have actually been made?"

"From my own personal knowledge, no. For the simple reason that this house has never handled a complete failure. We are far too jealous of our reputation to take up the distribution of any article unless we are ourselves assured of its success. But, of course, there have been failures. One of the commonest causes has been the decision of a manufacturer to use exactly the same methods which have made for success in America. For instance, the manufacturer of an article of high repute in America some years ago came on to this market. At that time he attributed a great deal of his success in America to street car advertising, and overlooked the fact that the big buying public in this country were not accustomed to buying his particular line until they were educated to it, but planned a campaign on the lines of one then running in America. He later returned home with a message that Great Britain was no good as a market.

"Similarly, the manufacturers of a certain breakfast food came to this country many years ago, before the British public had formed the breakfast food habit, and had to confess to failure."

"What about Europe and the Colonies, Mr. Johnson?"

"London is undoubtedly the centre for the attack on Europe.

"We ourselves have marketed with success many lines throughout the Continent, having, of course, our branch distributing houses in the various countries.

"As regards the Overseas Dominions, India and South Africa can well be handled from London. A not inconsiderable proportion of the circulation of British publications, particularly the weeklies and monthlies, cover the Overseas Empire. Thus the process of securing national distribution in the British Isles automatically creates a small overseas demand, and this can form the nucleus of local campaigns.

THERE ARE TWO WAYS OF MAKING POSTER CONTRACTS

—the Service way, and the others. All the troubles and losses come from the others.

Will you let us call on you and explain the Service plan (which *always* saves the advertiser's money); or would you rather your enquiry should be answered by post?

Detailed costs, town by town,
and all practical information
for Advertisers will be found in
Mr. Cyril Sheldon's great book

"BILLPOSTING"

(Price 11/- post free)

THE ONLY MANUAL IN
EXISTENCE.

Sheldons Ltd

85-87 COOKRIDGE STREET,
LEEDS



SEE LONDON
AND
SEE YOUR ADVERTISEMENTS
IF
THEY ARE PLACED ON
THE MOTOR BUS.

FOR RATES AND PARTICULARS
APPLY TO THE ADVERTISEMENT MANAGER
THE LONDON GENERAL OMNIBUS COMPANY LTD.
ELECTRIC RAILWAY HOUSE, BROADWAY, WESTMINSTER.

"Australia has certainly well-defined peculiarities of its own, so marked that we many years ago found it necessary to establish a branch of our house in that country. Working in co-operation with headquarters, this house handles all distribution throughout Australia and New Zealand."

"And what do you think of future prospects?"

Mr. Johnson was entirely optimistic regarding the future of Anglo-American inter-trade relations. "At the present time, of course," he said, "it is scarcely possible for an American manufacturer to come on to the British market. When peace is declared it is quite possible that new laws, etc., may have a considerable bearing on the question. It may make it necessary for the owners of certain lines to manufacture in this country, but, whatever is to happen in the future, the American owners of

proprietary lines cannot lay their plans too far ahead. Now is the time to get into consultation. The man who investigates the market now and formulates plans will, in any event, be in a better position to commence and to make a success of his campaign than the man who leaves it till later."

"Once the war is over the outlook for the American manufacturer will be good. Numerous commodities of all kinds—pharmaceutical, domestic utensils, concentrated foods, etc.—came from Germany before the war, and we have done with German goods; hence the great opportunity for similar lines from America. Any prejudice against American goods, however slight, that may have existed previously has been entirely eradicated by the Anglo-American Alliance in the great struggle which is facing both countries at the moment of this interview."

LONDON AS A MARKET

What the Greater London area holds for the manufacturer of a new commodity of general appeal.

IN FEBRUARY, 1909, Mr. H. Gordon Selfridge explained to the Editor of THE ADVERTISING WORLD the great inducement which had brought him to London.

"I see," he said, "that this is indeed the centre of the world—not of England, or the Empire, but of the whole world. That you attract to your streets and your people visitors from every quarter of the globe in such numbers and with such wealth as no other city can show. I see also that you have an enormous population—twice as great as New York—and that within a twenty miles radius of this very chair upon which I am sitting there are ten millions of people, and that by means of your newspapers those ten millions can be talked to every day."

London possesses for the advertiser all the attractions that Mr Selfridge saw in it, and more; for it absolutely dominates the marketing area contained within at least a fifty-mile radius from its centre, and many large towns at a considerably greater distance arc, in

effect, rather metropolitan suburbs than local centres.

In addition, it receives day by day the influx of a great tide of consumers from every part of the British Isles—not to mention a host from overseas—and takes its tribute from them.

Now the value of any given market to the advertiser, especially to the new-comer, is determined by a variety of factors.

Its area and the number of people contained in it, of course, come first, and have to be considered in relation to each other; for the density of the population will generally govern its relative accessibility to the advertiser's appeal.

A population concentrated into a small area is not only more easily approached by the advertiser through every kind of advertising medium, but also very much simplifies the problem of obtaining the comprehensive distribution of the goods that alone can make advertising effective.

Moreover the greater urban and

suburban populations are notoriously quicker-witted, though not necessarily more intelligent, than that scattered among the small towns, villages and hamlets of the countryside; and, as experience has abundantly proved, are much more ready to receive a new impression and to respond to a new argument.

And everywhere it is easier to influence a crowd than a number of isolated individuals.

Within the 700 square miles constituting what is officially Greater London there were at the latest census some 7,300,000 inhabitants—that is to say, that within this limited area was gathered a population equal to that which before the war was spread over the 11,300 square miles of Belgium; greater by a million and a half than that of Holland, and rather more in excess of that of Sweden; and not so very far short of double the figures to be shown by Norway and Denmark respectively.

Nor are these comparisons, striking as they are, altogether fair to the London market. Mr. Selfridge understated rather than overstated when, nine years ago, he spoke of the London traders' ten-million-strong constituency.

The word "suburb" requires a very liberal interpretation in relation to London. Brighton and the Southend district, to mention two places, each with a population of over 100,000, out of many others, are almost as truly suburbs of London as though they were only four or five instead of fifty miles distant from the centre of the capital. A score of towns some with populations exceeding 50,000 thirty, forty or more miles away from the great

city are as much dormitories for Londoners as local centres with a life of their own.

Over 150,000 season-ticket holders travel into London daily by rail from distances of thirty miles or more.

So much for the size of the market. What of its quality?

London is the greatest port and trading centre in the world. Its enormous commercial activities, controlling operations in every quarter of the globe, provide well-paid occupation for a huge body of highly skilled and well-paid workers. Thousands of industrial and

trading organisations having their works or conducting their businesses elsewhere each maintain a large headquarters staff in London. These staffs form the brains of the enterprises they direct, and consist of the very highest grade of workers in the industrial and commercial armies. In possessing so great a proportion of its working population of this exceptionally well-to-do character London stands alone. It is the centre of the

☁

"A campaign that succeeds in London will have at least some measure of success anywhere else; but it is by no means equally true that a campaign successful elsewhere is bound to succeed in London."

☁

whole of British business.

Its supreme position as the head office of British industry and trade, and its huge distributing operations, lead some to overlook the fact that London is also an industrial centre of the very first magnitude. It has a wealth of manufactures and employs a great army of workers in the productive field alone.

It is, however, in the *variety* of its interests and of its inhabitants that London stands alone. The London market is national in character, though it is local in area.

In this lies one of its great attractions to the advertiser. It offers a uniquely

comprehensive trial ground for large-scale advertising. The advertising that stands the test of a trial in the London market can be relied upon to possess all the essentials of success in any other British community—almost in any other market the world over.

Notwithstanding its great size there is no market in which it is easier for the advertiser to operate.

It is commonly, and quite rightly, understood that Londoners are as a genus more than usually quick of apprehension. Why they should be so it needs no searching inquiry to make clear, and we need not examine the matter here. What we would point out is that this alertness and susceptibility to new impressions makes them in the mass exceptionally accessible to the advertiser's appeal. The advertiser who sows his seed upon London soil need not fear that any considerable proportion of it will fall upon stony ground.

Another great advantage to the advertiser in the London market lies in the fact that it is not only compact, in the sense of possessing enormous potentialities in a comparatively small compass, but that it can also be most effectually covered by advertising in a few media. It is very much simpler for the advertiser to have to deal with a few powerful advertising media than numerous weak ones.

Of the daily newspapers published in London only a few can be considered as in circulation exclusively London journals. They are national rather than metropolitan as far as their readers are concerned. The advertiser concentrating upon the London market should therefore carefully discriminate between the different dailies, and should

XVI

be careful to discover what proportion, if any, of declared circulation figures ought for his immediate end to be written off as representing only provincial publicity.

The most distinctly metropolitan of London journals are the evening newspapers. They provide the very best kind of advertising medium for the advertiser who addresses himself exclusively to Londoners.

Not only do they circulate solely within the area he desires to cover, but they also offer the great advantages that they are read after and not before

the day's work, and that the worker, who often leaves the morning paper in the train or at his office, takes the evening paper home.

A large percentage of morning papers only receive a hurried reading from workers on the way to office or factory. The evening papers are read at leisure by these same workers and also by their wives and mothers, the spending executives of the home.

In addition to

Press media advertisers in London have other means of advertising of proven value readily at their disposal.

Londoners are great travellers within their own area. Hundreds of thousands of them travel to the central portion of the great city "to business" every morning and back again every night, and the cross journeys daily undertaken from one portion of the metropolitan area to another are beyond count. Trains, trams and omnibuses have to be used in paying innumerable social and business visits that in a smaller centre would not call for their use.

Consequently advertising space in and on these public vehicles and at the

June, 1918

"We have suffered in the war, perhaps, through lack of preparation before we entered it. Do not let us make the same mistake in peace. The mistakes we might make through entering on peace without preparation would be even more disastrous than the mistakes you might make by entering into war without preparation."

Mr. Lloyd George.

June 21st, 1918.

INTERESTING, ISN'T IT?



Printed in Great Britain
From the collection
of the War Office

A. J. L. 1918

TO U. S. OFFICERS

At the commencement of the present war, Cox & Company's Bank established a subsidiary in France under the name of Cox & Co. (France), Ltd., through which Officers in uniform can cash checks on Cox & Co., up to the equivalent of £5 (about \$25) at any one time, without the formality of establishing identity and signature—a convenience which no other Bank can offer, and which obviates the necessity of carrying ready money or easily-lost letters of credit in the war zone.

To cover the whole of France, a special arrangement was made with the Bank of France, whereby the same privileges were extended to Officers in uniform by all the many hundred branches of that Bank in places where no branch of Cox & Co. (France), Ltd., existed. The same facilities were also provided throughout Italy, at all branches of the Banca Italiana di Sconto.

These facilities, of which practically all British Officers and a number of United States Officers already in Europe avail themselves, are now accorded to all Officers of the American Expeditionary Force, Military, Naval and Air Services, who open banking accounts with Cox & Co. Founded in 1758—thirty-one years

before George Washington became the first President of the United States—Cox & Company's Bank has been inseparably associated with British military enterprise ever since; it has held the appointment of Bankers and Official Agents to the entire British Household Brigade, as well as to the bulk of the Cavalry and Infantry, from the time of the Battle of Waterloo up to the present day.

BEFORE SAILING FOR EUROPE, instruct your Banker to give you a draft or to cable you a transfer to Cox & Company, Charing Cross, London. Current accounts are conducted without charge, and interest at prevailing rate is allowed on deposit accounts. International exchange at lowest rates.

"THE THREE STORIES OF COX'S" mailed free upon application to Cox & Co. Limited, care of The London Advertising Agency, 201 Fifth Avenue, New York, or to

COX & COMPANY

Bankers, Charing Cross, London, Eng.

BRANCHES IN INDIA: Bombay, Calcutta, Karachi, Rawal Pinj, Muzer and Srinagar (Kashmir).

COX & CO. (FRANCE), LTD.: Paris, Rouen, Lyons, Havre, Marseille, Amiens, Lyons.

COX & CO.

Bankers, Charing Cross, London, Eng.

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Paris, Rouen, Lyons, Havre, Marseille, Amiens, Lyons.

TELEPHONE 10000000

10, CHANCING CROSS.

LONDON, S.W. 1.

8th June 1918.

IN REPLY

PLEASE QUOTE REFERENCE

INFORMATION.

Dear Sir,

Enclosed is a copy of a letter we have received from the Editor of The Bankers Magazine, 253 Broadway, New York, U.S.A., together with a small reproduction of the advertisement referred to therein.

Yours faithfully,

FOR COX & CO.

D. J. Lallan
Manager Information Department

We have replied to letter of 6th June

G.W. Kettle, Esq.,
Dorland Agency Ltd.,
16, Regent Street,
S.W. 1.

COPY.

THE BANKERS MAGAZINE

253 Broadway, New York. U.S.A.

May 16th 1918.

Cox & Co.,
16 Charing Cross,
London, England

Gentlemen,

The advertisement published by your institution, copy of which I am enclosing, impressed the editor of our Banking Publicity Department as being so unusual and interesting that he desires to make a reproduction of it in the Banking Publicity Department of the Bankers Magazine, for June. The reproduction will be made as shown in the proofs attached.

Please permit me to congratulate you on the exceptionally attractive character of these advertisements.

Very truly yours,

(Sgd.) ERNEST H. YOUNGMAN.

Editor.

DORLAND AGENCY Ltd

(Principal: G. W. KETTLE)

16 Regent St., London, S.W. 1

366 Fifth Avenue, New York

June, 1918

railway stations is of enormous value, when it is desired to make an impression upon the general public with all possible speed, or keep consumers constantly reminded of an established reputation.

Particularly important in this class of medium are the advertising opportunities offered by the London "Underground." Its enlightened method of advertising its own facilities by posters that are genuine works of art has made its stations art galleries where the advertisements exhibited are studied with interest and appreciation by all classes of travellers; and the advertisements displayed in its cars are but little, if any, less admirable.

Nowhere is poster and car card advertising more certain of operating effectively.

Street poster displays in every important thoroughfare are also excellent organs of publicity, for almost all the leading arteries of the mighty London traffic are thronged by dense crowds for sixteen hours out of the twenty-four.

Advertising by means of catalogues and circulars distributed through the mail

can also be carried on in the London area under the most favourable conditions.

In ordinary times no other area is so thoroughly surveyed by highly competent distributing agencies, or subjected to such searching and daily repeated tests.

Circularisation, if the proper assistance is obtained, can be carried out in the London area, for any grade or kind of commodity, with a smaller percentage of waste than would probably have to be taken into account in any other market in Great Britain.

Perhaps even more in the opportunities it provides for effective advertising than in its vast potentialities of consumption London is a market which advertisers from overseas have always regarded with peculiar affection. It is quite easy to fail in it if operations are commenced without reliable information or with a careless disregard of its individual character: but to the intelligent and open-minded advertiser there is no more promising field on earth, as many of our American friends have proved to their great satisfaction.

N.B.

WE particularly direct the attention of our American readers to the service that can be rendered them by THE ADVERTISING WORLD Information Bureau.

They may be assured that whatever advice or information it offers is given by an absolutely independent authority, and is not influenced by a regard for any interest other than that of the enquirer.

Everything the advertiser requires to know about the British market and the most practically useful methods of operating in it we are in a position to supply to responsible applicants.

*The A. W. Information Bureau,
Sardinia House, Kingsway, W.C.2.*



PULLARS'

DYE WORKS

PERTH

for

PERFECTION

FOUNDED IN 1824

IN PERTH AS DYERS AND CLEANERS
AND CONTINUED FOR FOUR GENERATIONS
IN CONSTANT EXPERIMENTING AND
PERFECTING OF ALL PROCESSES OF
DYEING AND CLEANING.

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PULLARS'

for PERFECTION

IN all the processes of Dyeing and Cleaning the name of Pullar has for four generations been unrivalled for quality of work, and to-day the reputation of the name is higher than ever.

In the Cleaning or Dyeing of all classes of Ladies' Dresses, Costumes, Gowns, Gloves, Blouses, Laces, Felt Hats, etc., etc., they have developed their processes to a degree that has to be seen to be realised.

Cleaning and Pressing of Men's Clothes—Suits, Overcoats, Burberrys, Uniforms, etc., make even shabby garments look new again and extends their life and usefulness.


Cleaning or Dyeing of Household Furnishings that have been soiled by use or faded by exposure—Carpets, Curtains, Cretonnes, Blinds, Table Covers, etc.—saves the purchase of new.

Prices are moderate, service prompt and efficient
Branches and Agencies everywhere.
Parcels sent direct to be addressed as under.

PULLARS'

Dye Works

PERTH



Booklets Catalogues Folders Press Ads *Must*

*be well written
and designed
if RESULTS are
wanted. - Let us
show you what we
have done for others*

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**NORFOLK
STUDIO**

RACQUET COURT, FLEET ST., LONDON, E.C.
Complete Advertising Service
bar placing

Let us help you Advertise

Many famous Advertisers use our services regularly—including various Departments of H.M. Government

IT is chiefly in the preparation of advertisements and advertising matter that men find themselves face to face with the urgent need for Ideas.

After a short struggle to get a new thought on the subject, many firms have come to us to supply the inspiration — and are surprised at the facility with which our men can suggest the right selling "Idea," conveyed in an original and interesting line of argument, phrase, or by illustration.

Ideas are of equal importance in the general conduct of business and in the framing of selling plans. On this account our folder "How We Can Help You" should be of particular interest to you, and should be in your hands.



NORFOLK STUDIO

THE HOME OF IDEAS FOR ADVERTISERS
DESIGNERS & COPY WRITERS
RACQUET COURT
FLEET STREET
LONDON E.C.

WE originate ideas for a trade mark, for a design or a series of designs.

We write copy for one advertisement or a complete campaign; for a small folder or a de luxe booklet.

Then we carry the work through to completion if you wish. Examples of the work we have done will prove our ability to do your work.

Press Advertisement Offer

FOR Three Guineas we will originate the ideas and make pencil sketches for a series of about eight advertisements. We will also suggest headlines and sub-headings wherever necessary. This offer, however, does not include complete copy—if this is required an extra charge will be made in accordance with amount of work involved.

Name Plate and Trade Mark offer

FOR Five Guineas we supply a set of pencil sketches of name plates or trade marks. Our knowledge of the various restrictions in the designing of a trade mark is of particular value to an advertiser desirous of securing a mark that will be both distinctive and registrable. (Under this offer, we make up to 12 pencil sketches — any above this number are charged extra.)

This book should be returned to
the Library on or before the last date
stamped below.

A fine of five cents a day is incurred
by retaining it beyond the specified
time.

Please return promptly.



